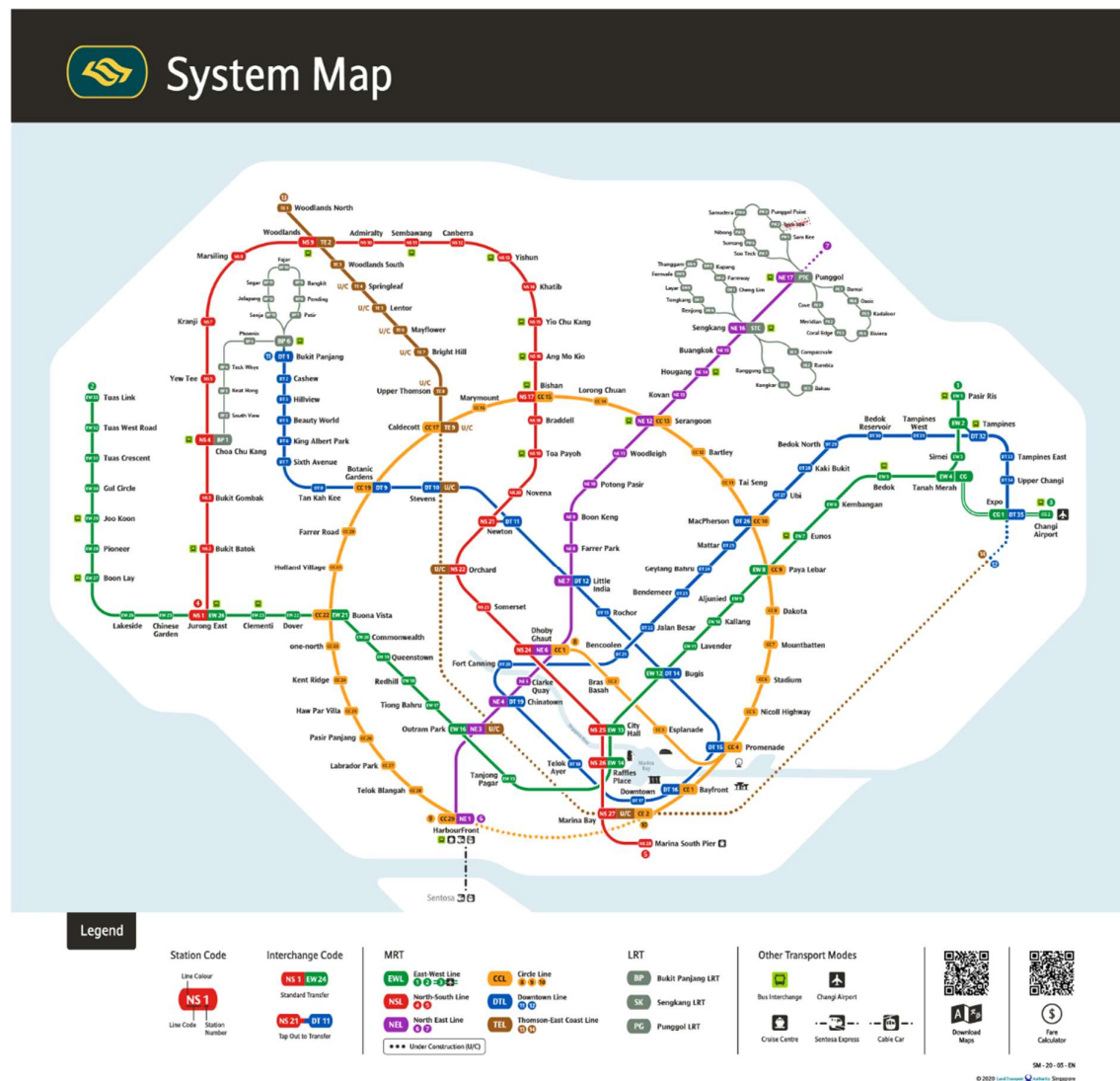


# Where to start your F&B outlet in Singapore ?

IBM Data Science Capstone project

## INTRODUCTION

Singapore is one of the most densely populated countries in the world. It's also one of the most expensive countries to buy a car. Thus Singaporeans rely on the excellent public transport system to get around. The railway network comprises of around 225 km of tracks and transports around 3.2 million people daily according to the Singapore Land Transport Authority.



Singapore's rail network system. Source: Land Transport Authority

All these commuters need to eat and it's a well-known fact that Singaporeans are foodies. Restaurants come and go across the island. Now imagine you want to get into the food & beverage business. Should you open up a coffee-shop, food-stall or restaurant and most

importantly where should it be located? This report aims to help provide some answers to these questions.

## DATA

The analysis is based on data coming from two sources:

1. A dataset created by Lee Yu Xuan available on Kaggle containing the Singapore train stations coordinates. The coordinates were manually collected by searching for every MRT and LRT station on Google Maps, and copying the latitude and longitude.
2. Venues available around these train stations obtained from Foursquare through an API.