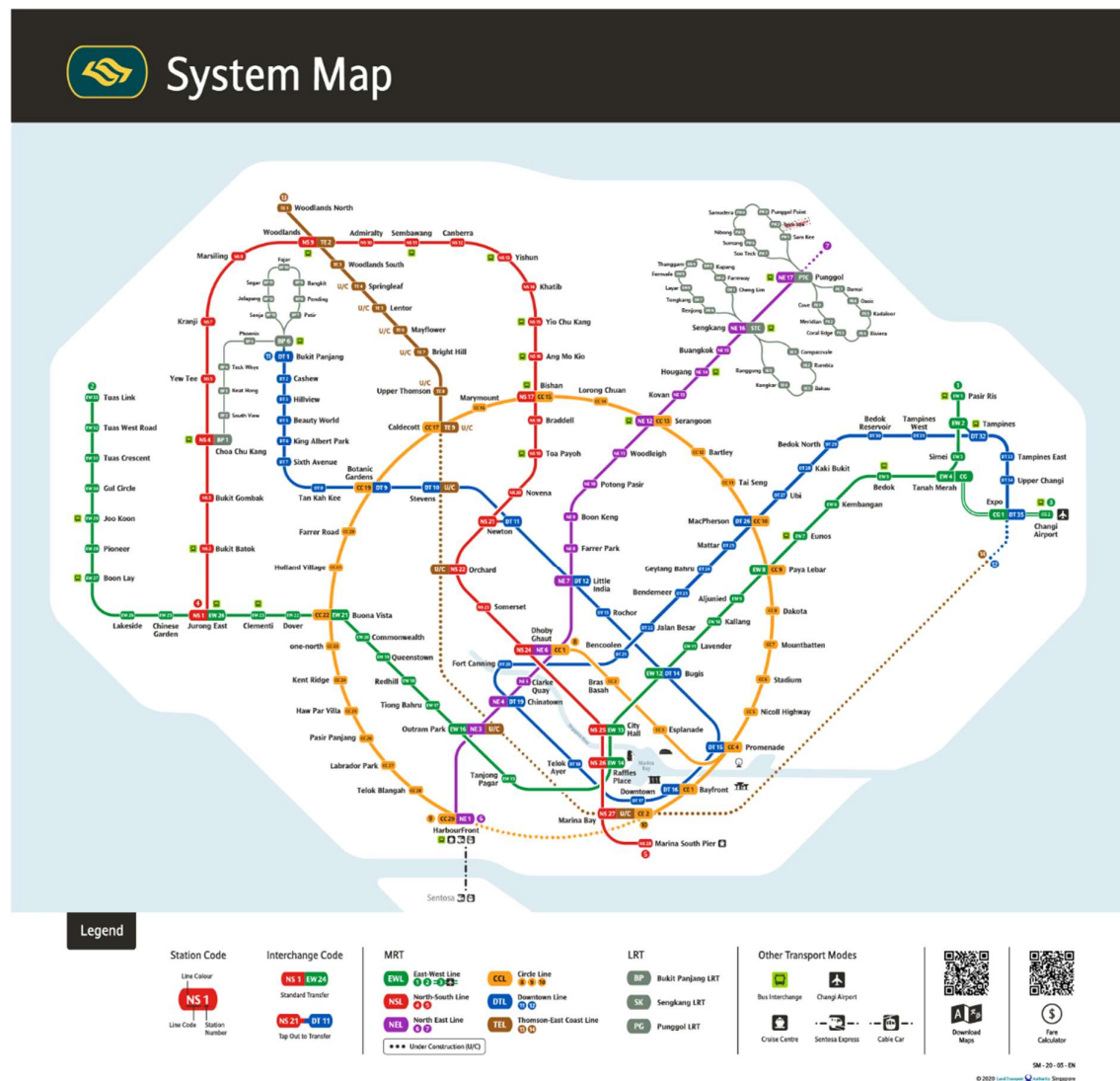


Where to start your F&B outlet in Singapore ?

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 (.csv file) created by Lee Yu Xuan available on Kaggle containing a list of the Singapore train stations names, whether these are MRT (Metro Rail Transit) or LRT (Light Rail Transit) stations and their GPS coordinates. The coordinates were manually collected by searching for every train station on Google Maps and copying their latitude and longitude.

	A	B	C	D
1	station_name	type	lat	lng
2	Jurong East	MRT	1.333207	103.742308
3	Bukit Batok	MRT	1.349069	103.749596
4	Bukit Gombak	MRT	1.359043	103.751863
5	Choa Chu Kang	MRT	1.385417	103.744316
6	Yew Tee	MRT	1.397383	103.747523
7	Kranji	MRT	1.425302	103.762049
8	Marsiling	MRT	1.432579	103.77415
9	Woodlands	MRT	1.436984	103.786406
10	Admiralty	MRT	1.436984	103.786406

2. Food & beverages venues and other venues available around these train stations obtained from Foursquare through an API.