Introduction

“Every parents want the best education for their children.” When it comes to their children, Singaporean parents only want the best – and the most suitable classes for their children to stretch their learning abilities. They believe that enrichment classes help their children to keep up, learn ahead and also pick up alternative studying concepts and strategies. These competitive mindsets have made the tuition a billion-dollar industry in Singapore. In Singapore, parents spend a whopping $1.1 billion annually on these extra classes – double the amount parents spent just a decade ago. That also means 97% of students in Singapore have attended some form of tuition or enrichment classes. In some cases, Singaporean parents can spend up to six thousand dollars on enrichment classes a month. With the ever rising demand of tuition, opening a tuition center has become a popular business choice. However, there are already numerous enrichment classes in available in Singapore.

Business problem:

Therefore, the specific business problem that this study will attempt to address is: Where will be the best location to set up an enrichment center in Singapore now? This information will be especially useful for investors and developers, who are the main target audience of this study, to decide on the next location for setting up enrichment classes.

Data

The following data will be used to solve the above problem. 1) All 55 areas of Singapore will be analyzed for the numbers of enrichment centers. The list of the 55 areas can be obtained from the Wikipedia page (<https://en.wikipedia.org/wiki/Planning_Areas_of_Singapore>). Using python request and beautiful Soup packages, data to these areas will be extracted. Geographical coordinates will be obtained via python geoencoder package. 2) Venue data for each of these areas will be extracted using the Foursquare API. These data will then be used for machine learning by K-Means clustering and each clusters will be overplayed on the map using folium to visualize the density of enrichment centers across each areas.