



# Capstone project - “ The battle of Neighborhoods ”

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Analytics for an upcoming restaurant with Foursquare location data

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## Problem statement

Mumbai is one of the top 15 cities visited by international visitors. It is a host to 10 million\* visitors every year. For most of the visitors it is the entry gate to exploring India, the central area of the city also hosts most of the tourist attractions, thus the central area of the city is a convenient area for International tourists to explore.

**For an investment opportunity in an Italian restaurant, what would be the ideal neighborhood for a venture ?**

Factors for consideration :

Proximity to the Airport

Proximity to high-rent neighborhoods

# Data Overview

Average rent by neighborhoods and location

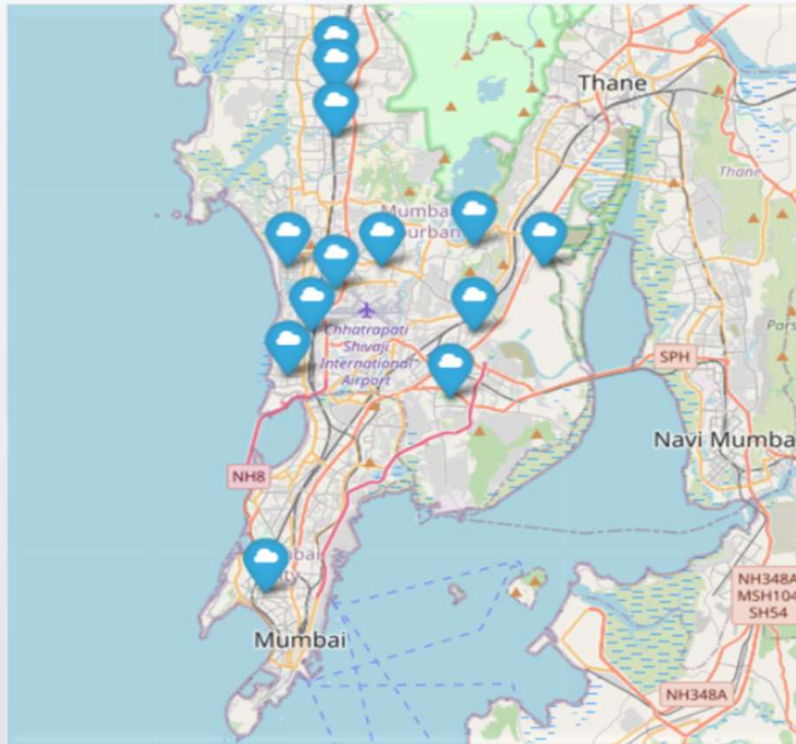
Neighborhood in  
proximity to the  
airport and a high  
rent residential  
area

Neighbourhood	Rent per Unit	Lattitude	Longitude
Juhu	95,184	19.11	72.83
Santacruz	90,000	19.08	72.84
Bandra	88,214	19.06	72.83
Powai	85,000	19.12	72.91
Girgaon	81,000	18.96	72.82
Vile Parle	72,250	19.1	72.85
Andheri	59,520	19.11	72.87
Vikhroli	55,458	19.11	72.94
Chembur	38,200	19.05	72.9
Malad	37,000	19.19	72.85
Kandivali	35,000	19.2	72.85
Goregaon	30,929	19.17	72.85
Ghatkopar	25,000	19.08	72.91

High rent

Low rent

# Neighborhood mapping



Focus on proximity to airport and high-rent neighborhoods:

- **Bandra**
- **Ville Parle**
- **Powai**
- **Juhu**

# Analysis

Frequency for most common venue amongst neighborhoods

	Neighborhood Latitude	Neighborhood Longitude	Venue	Venue Latitude	Venue Longitude	Venue Category
Neighborhood						
Andheri	7	7	7	7	7	7
Bandra	24	24	24	24	24	24
Chembur	7	7	7	7	7	7
Ghatkopar	6	6	6	6	6	6
Girgaon	4	4	4	4	4	4
Goregaon	4	4	4	4	4	4
Juhu	4	4	4	4	4	4
Kandivali	7	7	7	7	7	7
Malad	2	2	2	2	2	2
Powai	25	25	25	25	25	25
Santacruz	5	5	5	5	5	5
Vile Parle	7	7	7	7	7	7



# Recommendation

	Neighbourhood	1st Most Common Venue	2nd Most Common Venue	3rd Most Common Venue	4th Most Common Venue	5th Most Common Venue	6th Most Common Venue	7th Most Common Venue	8th Most Common Venue
0	Andheri	Indian Restaurant	Vegetarian / Vegan Restaurant	Italian Restaurant	Chinese Restaurant	Tex-Mex Restaurant	Sushi Restaurant	Spanish Restaurant	Seafood Restaurant
1	Bandra	Indian Restaurant	Chinese Restaurant	Asian Restaurant	Seafood Restaurant	Spanish Restaurant	Restaurant	Italian Restaurant	French Restaurant
2	Chembur	Indian Restaurant	Fast Food Restaurant	Punjabi Restaurant	Chinese Restaurant	Asian Restaurant	Vegetarian / Vegan Restaurant	Tex-Mex Restaurant	Sushi Restaurant
3	Ghatkopar	Indian Restaurant	Vegetarian / Vegan Restaurant	Tex-Mex Restaurant	Sushi Restaurant	Spanish Restaurant	Seafood Restaurant	Restaurant	Punjabi Restaurant
4	Girgaon	Indian Restaurant	Vegetarian / Vegan Restaurant	Fast Food Restaurant	Tex-Mex Restaurant	Sushi Restaurant	Spanish Restaurant	Seafood Restaurant	Restaurant
5	Goregaon	Indian Restaurant	Fast Food Restaurant	Vegetarian / Vegan Restaurant	Tex-Mex Restaurant	Sushi Restaurant	Spanish Restaurant	Seafood Restaurant	Restaurant
6	Juhu	Indian Restaurant	Chinese Restaurant	Asian Restaurant	American Restaurant	Vegetarian / Vegan Restaurant	Tex-Mex Restaurant	Sushi Restaurant	Spanish Restaurant
7	Kandivali	Indian Restaurant	Fast Food Restaurant	Vegetarian / Vegan Restaurant	Tex-Mex Restaurant	Sushi Restaurant	Spanish Restaurant	Seafood Restaurant	Restaurant
8	Malad	Indian Restaurant	Fast Food Restaurant	Vegetarian / Vegan Restaurant	Tex-Mex Restaurant	Sushi Restaurant	Spanish Restaurant	Seafood Restaurant	Restaurant
9	Powai	Indian Restaurant	Restaurant	Italian Restaurant	Chinese Restaurant	Tex-Mex Restaurant	Sushi Restaurant	Seafood Restaurant	North Indian Restaurant

- (+) Proximity to the Airport
- (+) No Italian restaurants in the vicinity
- (+) High-rent area