

# Capstone Project - The Battle of Neighborhoods

## Introduction

Singapore, where I am currently living is the third most populated country in Asia Pacific with 18,513 people per square mile. Known for its prosperous economy and high quality of life, Singapore is one of the best places to start up a new business.

## Objective

We would like to find out which neighborhood in Singapore is suitable for starting a restaurant business. We will compare different neighborhoods in Singapore using Foursquare location data in combination with Singapore's Urban Redevelopment Authority (URA) property data.

Target audience of this project would be business personnel who are interested to invest or open a restaurant.

## Data analysis approach

Singapore is divided into 28 separate districts. With Foursquare data, we will find out the popular spots of each districts to determine the characteristics of each district. Then, combined with URA's property rental prices, we will compare and decide which location is most suitable for opening a restaurant.

We will prep data from the following sources:

- 1) Postal districts of Singapore from Wikipedia  
[https://en.wikipedia.org/wiki/Postal\\_codes\\_in\\_Singapore](https://en.wikipedia.org/wiki/Postal_codes_in_Singapore)
- 2) Foursquare location data
- 3) Commercial property rental prices in Singapore from URA  
[https://www.ura.gov.sg/-/media/Corporate/Property/Commercial-Properties-2019Q2/Comm\\_Median\\_Rentals\\_2019Q2.pdf?la=en](https://www.ura.gov.sg/-/media/Corporate/Property/Commercial-Properties-2019Q2/Comm_Median_Rentals_2019Q2.pdf?la=en)