**Coursera Capstone – Battle of the Neighbourhoods**

ProjectProposal

**Business Problem Description:**

Glasgow has a population of over 600,000 people [1]. This population is projected to rise in the coming years. Migration, both national and international, is attributed as the main driver of this growth [2]. This rapid population growth brings with it a lot of new opportunities within the city of Glasgow for businesses to cater to a wider variety of clientele.

Most of the Glasgow population is clustered around the city centre which is the main hub of economic activity. Glasgow also has a very reliable public transport system. According to the SPT Subway survey, 97% of subway commuters report overall satisfaction [3]. Therefore, subways are a popular mode of transport for the local population trying to commute within the city. 13.1 million subway passenger journeys were recorded in the 2018 to 2019 period [4].

So, areas close to the city centre (~ 5 km from the city centre) and close to a subway station (~ 2 km from the nearest subway station) offer businesses a great deal of opportunity and exposure to a wide customer base. So, these areas are ideal places to start a new business. In Glasgow’s highly competitive business environment, identifying business opportunities and choosing the optimum location is a pivotal decision for new small businesses. Choosing the right location can have considerable impact on future profits and prospects for a business.

Therefore, this project aims to provide data driven insight to businesses by identifying possible business opportunities within Glasgow and the ideal location (postal district) for those business opportunities. The project will use venue information acquired using the FourSquareAPI to identify the most common venues within each postal code. The total population and their ethnicities are also acquired using datasets from the Glasgow City Council and the Royal mail. Insight from this data will allow postal codes to be clustered according to the most common venues and their population characteristics. This will offer insight and analysis into the type of business competition at each postal code and possible untapped business opportunities within Glasgow.