

Battle of The Neighbourhood's

Finding best neighbourhood in the city of Bangalore

This project aims to utilize all the concepts learned through IBM Data Science Professional Course. We define a domain problem, the data that will be used and using this we are able to analyse it by applying various ML tools. Analysis of data is step by step procedure, involves Data Gathering, Data Cleaning, Exploratory Data analysis, Data Modelling and interpreting (final output). In this project we will go through all these process and provide a conclusion that can be leveraged by the business stakeholders to make their decision.

Background:

Bangalore the Silicon Valley of India, Karnataka's capital city. It is famous for traffic 24/7. With a population of over 15 million, Bengaluru is the third largest city in India and 27th largest city in the world. Bangalore is one of the most ethnically diverse cities in the country, with over 51% of the city's population being migrants from other parts of India. Historically a multicultural city, Bengaluru has experienced a dramatic social and cultural change with the advent of the liberalization and expansion of the information technology and business process outsourcing industries in India. IT companies in Bengaluru employ over 35% of India's pool of 1million IT professionals. Being a diversity in nature and the hub of interactions between ethnicities brings many opportunities for entrepreneurs to start or grow their business. It is a place where people can try the best of each culture, either while they work or just passing through.

Business Problem:

The city's 21st century dining culture has been shaped by locals, expats and scores of working professional from across India who have moved to the city during the past decade or two. This makes food businesses to come up with new start up ideas by offering numerous cuisines across the world class dishes and get productive. The objective of this project is to use Foursquare location data and regional clustering of venue information to determine what might be the 'best' neighbourhood in Bangalore to open a restaurant. Being a land of multi-diverse, people wishes to taste new dishes and there are numerous opportunities to open a new restaurants like Italian. Through this project, we will find the

most suitable location for an entrepreneur to open a new Italian restaurant in Bangalore, India.



Target Audience:

This project is aimed towards Entrepreneurs or Business owners who want to open a new Italian Restaurant or grow their current business. The analysis will provide vital information that can be used by the target audience.