



Business Recommendation System

Applied Data Science Capstone by
IBM/Coursera



Introduction about project

Business recommendation System is very important for everyone that wants to start any business in any city or area. For this project we have selected PWD Islamabad as a central location but for the business review whole city data is important for us



Data acquisition and cleaning

- Venue Name, Location(latitude and longitude), Category (Restaurant , Park etc), Rating by users, Likes
 - We get this data by using FourSaure API
 - We able to get only 100 venues from this API results.
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- After getting data we need to get some more data values from another endpoints.
 - We also removed some data depending on requirement, but as we have very limited data we try to omit that.

Businesses with more values:



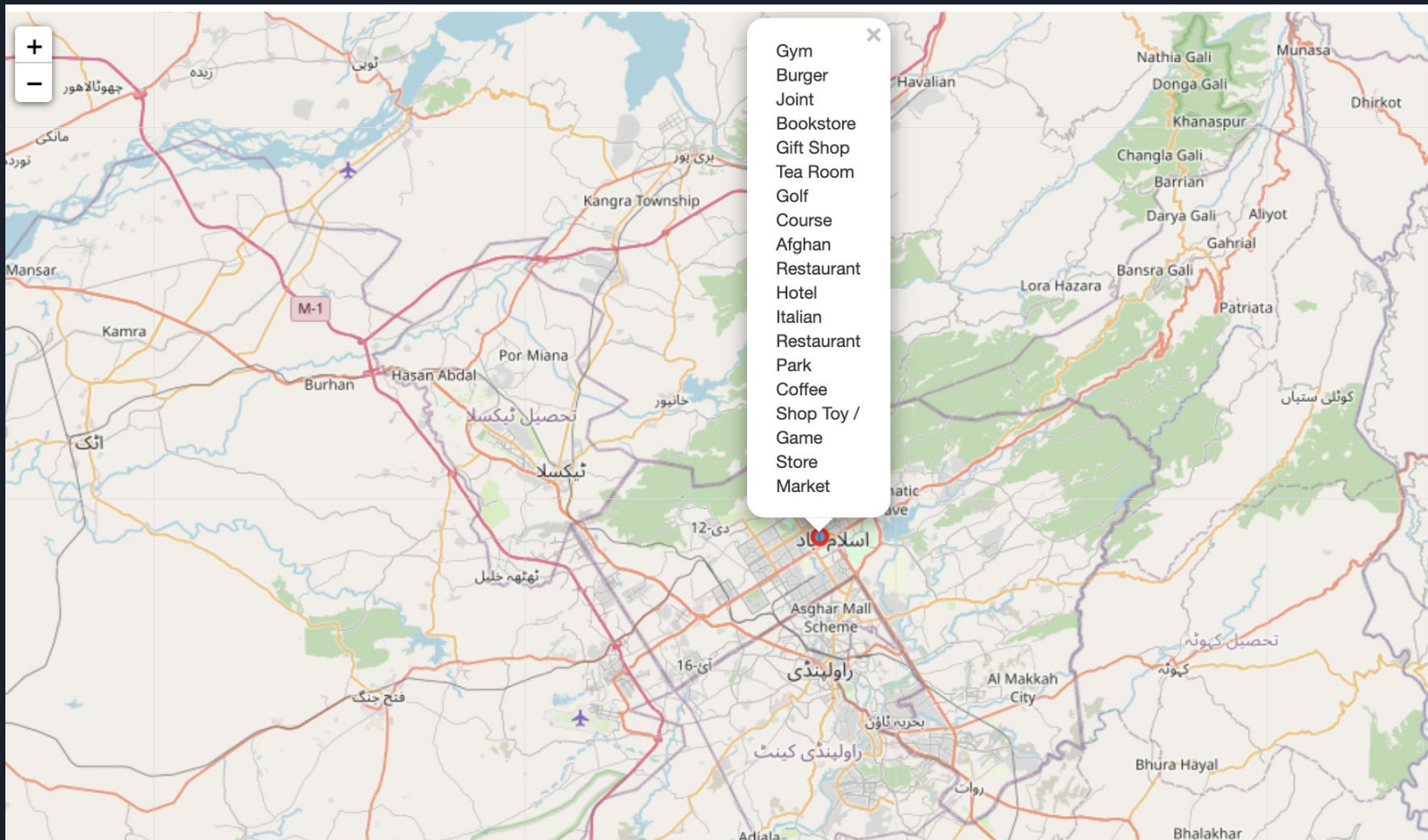


Conclusion and future directions

- Built the application that can help any one to review and recommend any business idea that can be started.
- We can improve this application, by making it more specific and by adding more Data.
- Final decision is always made by Stakeholder.
- We can give the graphical representation to stakeholder where he can see what other businesses are available in his required location and what kind of businesses have user interest.



Result





Verification

Lack of those businesses in specific area:

```
getVenueSearch("G8",venue_latitude, venue_longitude)
```

	venue_id	venue_name	venue_distance_from_location	venue_latitude	venue_longitude	category
0	502a6e93e4b0c903102169f9	Rooh Afza Market	334	33.703993	73.057519	Rest Area
1	5dd3da22e100e00007888276	Medi Test Labs	468	33.709100	73.056740	Research Laboratory
2	579c628f498e7d496fd9e410	BeeWell Hospital	499	33.710237	73.058361	Hospital
3	4dbec7f04b222080d3c7ed14	Shaheen Chemist	537	33.708667	73.055329	Pharmacy
4	4ef1b2c48b81368cf76fd515	New Links International	473	33.709917	73.058142	Mobile Phone Shop
5	4e7759aeb0fb96803404e6a2	Daewoo Bus Terminal	583	33.704950	73.054014	Bus Station
6	50b99eb6e4b071a4ba221855	National Defence University	484	33.706483	73.054983	University
7	4c764c4ac219224bbec0a428	ASIA CARGO SERVICES	130	33.706442	73.058874	General Travel
8	58084b9938fa7ce987a128bf	NADRA Mega Service Centre	487	33.709023	73.056362	Government Building
9	4c60d09813791b8df9a150af	Hotel Crown Plaza- Oak Room	374	33.708026	73.056937	Not Available

Conclusion