

The Battle of Neighborhoods – Coursera / IBM Capstone Project (Week 1)

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EXPLORING MUMBAI NEIGHBORHOODS FOR STARTING A RESTAURANT

Introduction

“Life is beautiful.” What really makes life beautiful? To me, the beauty of life is a reflection of the beauty of the people. Human connections, affiliations and relationships are the ingredients cooked up to make the beauty of life. There are many ways people connect, one of which are places such as restaurants. The business of running a restaurant has several benefits which can’t be over emphasized. In this project, I will be exploring Mumbai neighborhood data with the aim of starting a restaurant.

Mumbai, also known as Bombay is the capital city of the Indian. According to the United Nations, as of 2018, Mumbai is the second-most populous city in the country after Delhi and the seventh-most populous city in the world with a population of roughly 20 million. Mumbai is the financial, commercial, and the entertainment capital of India. It is also one of the world's top ten centres of commerce in terms of global financial flow, generating 6.16% of India's GDP, and accounting for 25% of industrial output, 70% of maritime trade in India (Mumbai Port Trust and JNPT), and 70% of capital transactions to India's economy (Mahajan Poonam; July, 2014).

Everyone, irrespective of race, religion or background loves food and the people of India are not an exception. Thus, the aim of this project is to study the neighborhoods in Mumbai to determine possible locations for starting a restaurant.

This findings/results from this project can be a powerful resource/tool for business owners and entrepreneurs who are looking to invest in a restaurant in Mumbai. The main objective of this project is to carefully analyze appropriate data and find recommendations for the stakeholders concerning the best areas/neighborhoods to invest in.

DATA COLLECTION

The required data for this project include the following:

1) Neighborhood data of Mumbai will be scrapped from the webpage below

https://en.wikipedia.org/wiki/List_of_neighbourhoods_in_Mumbai

2) Geographical coordinates of Mumbai and its Neighborhood will be obtained using GeoPy library in python.

3) Venue data for neighborhoods in Mumbai will be obtained using Foursquare API.

Finally, Folium library will help in visualizing the obtained data.