



# \*The Battle of Neighborhoods - Week 1

Bangalore, India

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# \*Overview of Project



Explore, segment, and cluster the neighborhoods  
in the Bangalore to identify business opportunities

# \*Business Case



Bangalore, officially Bengaluru is the capital of the Indian state of Karnataka. It has a population of over ten million, making it a megacity and the third-most populous city and fifth-most populous urban agglomeration in India.

Knowing this it has become a dream business location for many of the prospective businessmen, but due to its scope length and breadth of Bangalore it becomes challenge for one to find the type of business and location to choose.

Our solution with help prospective businessmen to decide businesses that they can opt for particular location  
By adopting our solution they will ensure that they are in right business and at right place

# \*Data



## Bangalore postal Code Dataset

For this project I have used Bangalore Postal codes data from below link and also used FourSquare API to understand the Neighborhood

Link :

Latitude & Longitude : <http://www.geonames.org/export/zip/>

# \*Target Audience

Our solution will help prospective businessmen to decide businesses that they can opt for particular location  
By adopting our solution they will ensure that they are in right business and at right place

# \*Methodology

Data will be collected from <http://www.geonames.org/export/zip/> and cleaned and processed into a dataframe.

- FourSquare be used to locate all venues and then filtered by Italian restaurants. Ratings, tips, and likes by users will be counted and added to the dataframe.
- Data will be sorted based on rankings
- Finally, the data be will be visually assessed using graphing from various Python libraries

# \*Results

The following are the highlights of the 8 clusters above:

## Cluster 0

Auto Garage are clearly located only in Cluster 0 (6 Neighborhood), which makes the choice of the automobile business.

## Cluster 1

Restaurants are clearly located only in Cluster 1 (174 Neighborhood), which makes the choice of the Hotel business or since it is a crowd puller area one can think of childrens play area etc.

## Cluster 2

IT Services are clearly located only in Cluster 2 (13 Neighborhood), which makes the choice of the PG, restaurants , fast joints etc.

## Cluster 3

Tourist Information Center are clearly located only in Cluster 3 (7 Neighborhood), which makes the choice of the Tours and Travel shops etc.

# \*Results

## Cluster 4

Bakery are clearly located only in Cluster 4 (6 Neighborhood), which makes the choice of the various packed food business options.

## Cluster 5

Indian Restaurants are clearly located only in Cluster 5 (12 Neighborhood), which makes the choice of the home food style, variety of Indian style restaurants etc.

## Cluster 6

Home Services are clearly located only in Cluster 6 (9 Neighborhood), which makes the choice of the appliance spare parts etc.

## Cluster 7

Business Services are clearly located only in Cluster 7 (11 Neighborhood), which makes the choice of the spare parts, hotels etc.





# \*Discussion and Conclusion

It is noticeable that Cluster 1 is the most viable clusters to start a business. The proximity to various Neighborhood is an advantage for businessmen. Options are wide open since it filled with Restaurants, coffee shops, Market area, Pubs, Halls...One can think of starting Children's play area, or another restaurant etc.. similarly Cluster 3's common spot is Tourism so one can start connect business plan in this cluster. So objective is to see business opportunity and each cluster has unique opportunity to think of.

\*Thank You