Introduction

1. Background

Samsen Pte. Ltd. is a well known Malaysian and Indian restaurant in Kuala Lumpur, Malaysia. The restaurant chain decides to expand its business in Singapore.
Food industry in Singapore is a lucrative business. One in four eats out in Singapore.
Singapore is similar to Kuala Lumpur in many ways in terms of census.
The problem is to find optimal location in Singapore to open the restaurant
Singapore is well connected city with good mix of all ethnicity - Indonesian, Malaysian, Indian, Chinese.
This project can be used for relocation from Kuala Lumpur to Singapore

2. Problem Description

Finding a Neighborhood in Singapore which is similar to the location of Samsen Pte. Ltd. in Kuala Lumpur which is nearer to MRT.

Data Requirements

1. List of MRTs in Singapore : Web scraping wiki page https://en.wikipedia.org/wiki/List_of_Singapore_MRT_stations_by_planning_area

2. Geo Coordinates of MRT location

3. Location intelligence from Foursquare API : 1) Most Recommended venues in the neighbourhood of Kuala Lumpur where Samsen restaurant is located.
2) most recommended Venues in all neighbourhoods of Singapore within 1km of MRT
3) Planning area with highest rated asian restaurants.
4) Planning area with hight Malaysian and Indian population

Methodology :-

Segment the neighbourhoods in Singapore and the location of current popular Samsen restaurant into clusters using data 3.1 and 3.2 in the above section.
Rate the neighbourhoods based on data from 3.3 and 3.4