

Coursera Capstone

Setting up a venue in Bangalore City

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Business Problem

- ▶ Finding a venue in a metropolitan city like Bangalore is not easy
- ▶ The business is uncertain of the current landscape of this location when it comes to the different venue types that are present within this locations vicinity.
- ▶ The objective of this exercise is to find the best venue and certainly coming up what we need to do and which one we shouldn't invest in etc.
- ▶ We need to answer the question on what is the best things to invest in this city

Data

- ▶ Data required
 - ▶ List of neighbourhoods in Bangalore City
 - ▶ Latitude and Longitude coordinate of the neighbourhoods in Bangalore City
 - ▶ Venue data, particularly data related to various businesses in the neighbourhoods
- ▶ Sources of data
 - ▶ Geocoder package of latitude and longitude coordinates
 - ▶ Foursquare API for venue data

Methodology used

- ▶ Used Geocoder to retrieve latitude and longitude coordinates
- ▶ Used Foursquare API to get venue data
- ▶ Group data by neighbourhood and took the participation % of occurrence of each venue category
- ▶ Visualize the clusters in a map using Folium
- ▶ Filter the top categories contribution and identified where we need to invest for business opportunities

Results

- ▶ Categorized the neighbourhoods into 3 groups :
- ▶ Group 1: Neighbourhoods with moderate number of venues
- ▶ Group 2: Neighbourhoods with low number to no existence of venues
- ▶ Group 3: Neighbourhoods with high concentration of venues

Discussion

- ▶ From the final data frame it can be seen that the two most prevalent types of venues near the location provided in Bangalore is a Indian Restaurants, Hotels and Cafe.
- ▶ These 3 types of venues together make up ~20% of the venues within this area
- ▶ 28 other venue categories within the dataset that only have one venue in the area of that type, which can be considered for further investment opportunities

Conclusion

- ▶ Based on the data analysis, in order for the business to achieve goal of establishing a venue of a category type that isn't already over saturated in the area, I would recommend that I either create a venue of a type not represented in the data set or on the other hand select a category where there is only one or two venues in the area of that type.
- ▶ This would ultimately mean not establishing a Indian Restaurants, Hotel, café, lounge, pizza place etc. within the area. Thus, allowing venue to be completely or relatively unique within this area of Bangalore.

Thank You