

IBM Data Science Capstone Project

Hanoi Population density and Wards clustering

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A. Introduction

1. Description of the problem and Discussion of the background

Hanoi, the capital of Vietnam, is my hometown. The city was founded in 1010 by monarch Ly Thai To. Since founded, it has remained the most important political and cultural center of Vietnam. Today, Hanoi covers an area of 3,328.9 square kilometers with an estimated population of 8.1 million as of 2019. The city is divided into 12 urban districts, 1 district-level town and 17 suburban districts (source: Wiki). Nearly half of the city population is living in the urban districts which are further divided into 168 wards.

Most of the economic and social activities are taking place in the urban area of the city. In the recent years, more and more restaurants and store chains have chosen Hanoi as their next destination. Famous chains include Starbucks, McDonald's, KFC, Lotte, Jollibee, Highlands coffee and CGV ... Usually when investors come, there are two important questions that they want to seek answers to:

- Where to open the first restaurant/shop?
- Where will be the next locations after the first successful one?

Population density by district might be a good answer to the first question while location similarity in terms of popular venues can help answer the second one. In this capstone project, I will try to collect, analyze and visualize public data found on the internet using maps, charts and utilizing Foursquare API as well as clustering technique to help the investors make right decision.

2. Description of the data

The following data will be used in this project:

- GADM website (https://gadm.org/download_country_v3.html) provides the 3 levels of administrative map of Vietnam that we can use to get coordinates of all the districts and wards in Hanoi. The data is free to be used for non-commercial purpose.

The shapefiles was downloaded and converted to geojson files (Hanoi_geo_2.json and gadm36_VNM_3.json) using <https://mapshaper.org/>

Download GADM data (version 3.6)

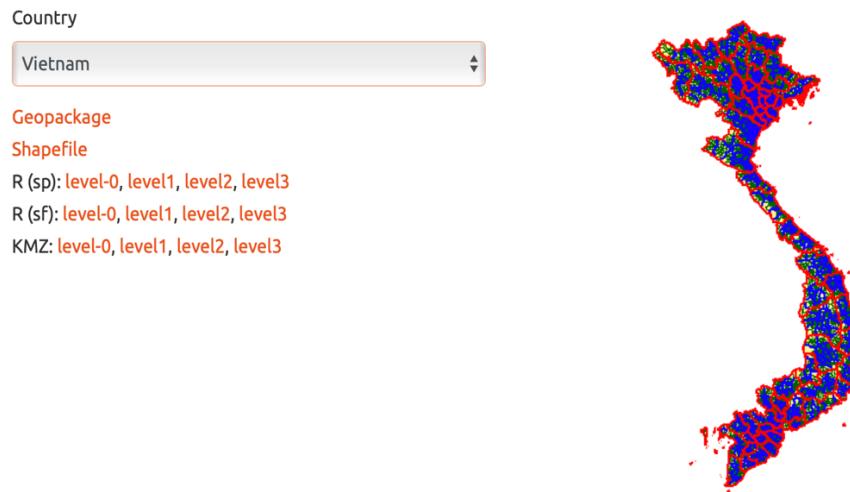


Figure 1. Website for downloading Vietnam 2nd and 3rd level shapefiles

- This site provides list of all districts and wards within districts in Vietnam from that we can extract the sub-list for Hanoi: <https://www.gso.gov.vn/dmhc2015/>

| ĐƠN VỊ HÀNH CHÍNH | | | | |
|-------------------------------------|--|------------------------------------|-------------------|---|
| Cấp : | Tỉnh | Đến ngày : | 09/03/2020 | Về cuối |
| Mã : | Tên : _____ | | | |
| Xuất Excel | <input type="checkbox"/> Quận/Huyện, Phường/Xã | | | |
| | Mã | Tên | Tên Tiếng Anh | Cấp |
| <input checked="" type="checkbox"/> | 01 | Thành phố Hà Nội | | Thành phố Trung ương |
| <input checked="" type="checkbox"/> | Xuất Excel | <input type="checkbox"/> Phường/xã | | Kích chuột trên đơn vị chọn để xem chi tiết |
| | Mã | Tên | Tên Tiếng Anh | Cấp |
| <input checked="" type="checkbox"/> | 001 | Quận Ba Đình | | Quận |
| <input checked="" type="checkbox"/> | Xuất Excel | | Danh Số | |
| | Mã | Tên | Tên Tiếng Anh | Cấp |
| | 00001 | Phường Phúc Xá | | Phường |
| | 00004 | Phường Trúc Bạch | | Phường |
| | 00006 | Phường Vĩnh Phúc | Vinh Phuc Commune | Phường |
| | 00007 | Phường Công Vị | | Phường |
| | 00008 | Phường Liễu Giai | Lieu Giai Commune | Phường |
| | 00010 | Phường Nguyễn Trung Trực | | Phường |
| | 00013 | Phường Quán Thánh | | Phường |
| | 00016 | Phường Ngọc Hà | | Phường |
| | 00019 | Phường Điện Biên | | Phường |
| | 00022 | Phường Đội Cấn | | Phường |
| | 00025 | Phường Ngọc Khánh | | Phường |
| | 00028 | Phường Kim Mã | | Phường |
| | 00031 | Phường Giảng Võ | | Phường |
| | 00034 | Phường Thành Công | | Phường |
| | Số lượng : 14 | | | |

Figure 2. Official website from that list of districts and wards can be extracted

Alternatively, list of Hanoi districts and wards can also be extracted from the geojson file and that was the method used in this project.

- Area and population of each district of Hanoi was collected from this site and saved to "Hanoi_Area_population.csv" file: <http://thongkehanoi.gov.vn/a/nien-giam-thong-ke-2018-1579246334/>

16 **Diện tích, dân số, mật độ dân số và đơn vị hành chính**
năm 2018 phân theo đơn vị hành chính
Area, population, population density and administrative units 2018
by district

| | Diện tích Area (Km ²) | Dân số trung bình (1000 ng) Average Population (Thous. Pers.) | Mật độ dân số (Người/km ²) Population density (Person/km ²) | Đơn vị hành chính (Administrative units) | |
|------------------------|---|---|--|---|---------------------------------------|
| | | | | Phường/Xã Precincts, communes | Thị trấn Town under district |
| TỔNG SỐ - TOTAL | 3358,59 | 7852,6 | 2338 | 563 | 21 |
| Ba Đình | 9,21 | 243,2 | 26406 | 14 | - |
| Hoàn Kiếm | 5,29 | 153,0 | 28922 | 18 | - |
| Tây Hồ | 24,39 | 166,8 | 6839 | 8 | - |
| Long Biên | 59,82 | 294,5 | 4923 | 14 | - |
| Cầu Giấy | 12,32 | 280,5 | 22768 | 8 | - |
| Đống Đa | 9,95 | 422,1 | 42422 | 21 | - |
| Hai Bà Trưng | 10,26 | 311,8 | 30390 | 20 | - |
| Hoàng Mai | 40,32 | 443,6 | 11002 | 14 | - |
| Thanh Xuân | 9,09 | 286,7 | 31540 | 11 | - |
| Sóc Sơn | 304,76 | 341,1 | 1119 | 25 | 1 |
| Đông Anh | 185,62 | 384,7 | 2073 | 23 | 1 |
| Gia Lâm | 116,71 | 277,2 | 2375 | 20 | 2 |
| Nam Từ Liêm | 32,19 | 240,9 | 7484 | 10 | - |
| Thanh Trì | 63,49 | 266,5 | 4198 | 15 | 1 |
| Bắc Từ Liêm | 45,32 | 333,7 | 7363 | 13 | - |
| Mê Linh | 142,46 | 228,5 | 1604 | 16 | 2 |
| Hà Đông | 49,64 | 353,2 | 7115 | 17 | - |
| Sơn Tây | 117,43 | 151,3 | 1288 | 15 | - |
| Ba Vì | 423,00 | 284,1 | 672 | 30 | 1 |

Figure 3. Hanoi – 2018 Area, population, population density and administrative units by district

- Last but not least, Foursquare API was used to get most common venues for clustering the wards in the urban area of Hanoi.

B. Methodology

Population density

Population density by district was collected from the official site of Hanoi city committee [Figure 3]. The data has latest updates in 2018. This data was read and merged with geo data [Figure 1] to create the geopandas dataframe shown in [Figure 4].

| | ENGTYPE_2 | geometry | District | Urban | Area | Avg_Population | Population_density | Wards |
|---|----------------|---|-------------|-------|--------|----------------|--------------------|-------|
| 1 | Urban District | POLYGON ((105.72945 21.05656, 105.72884 21.056... | Bac Tu Liem | 1 | 45.32 | 333.7 | 7363 | 13 |
| 2 | Urban District | POLYGON ((105.80135 21.03023, 105.80577 21.035... | Ba Dinh | 1 | 9.21 | 243.2 | 26406 | 14 |
| 3 | District | MULTIPOLYGON (((105.46503 21.07101, 105.46525 ... | Ba Vi | 0 | 423.00 | 284.1 | 672 | 30 |
| 4 | Urban District | POLYGON ((105.81349 21.00882, 105.81209 21.007... | Cau Giay | 1 | 12.32 | 280.5 | 22768 | 8 |
| 5 | District | POLYGON ((105.57925 20.91554, 105.58212 20.912... | Chuong My | 0 | 237.38 | 332.8 | 1402 | 30 |
| 6 | Urban District | POLYGON ((105.81349 21.00882, 105.80473 21.015... | Dong Da | 1 | 9.95 | 422.1 | 42422 | 21 |
| 7 | District | POLYGON ((105.71733 21.07171, 105.70901 21.073... | Dan Phuong | 0 | 78.00 | 164.2 | 2015 | 15 |
| 8 | District | POLYGON ((105.84167 21.08116, 105.83591 21.085... | Dong Anh | 0 | 185.62 | 384.7 | 2073 | 23 |
| 9 | District | POLYGON ((105.96449 20.96341, 105.96065 20.963... | Gia Lam | 0 | 116.71 | 277.2 | 2375 | 20 |

Figure 4. Geopandas dataframe including geometry, area and population density by district

I then used the python Folium library to display Hanoi map with districts colored based on the population density. Detail result is shown in the Results section.

Ward clustering

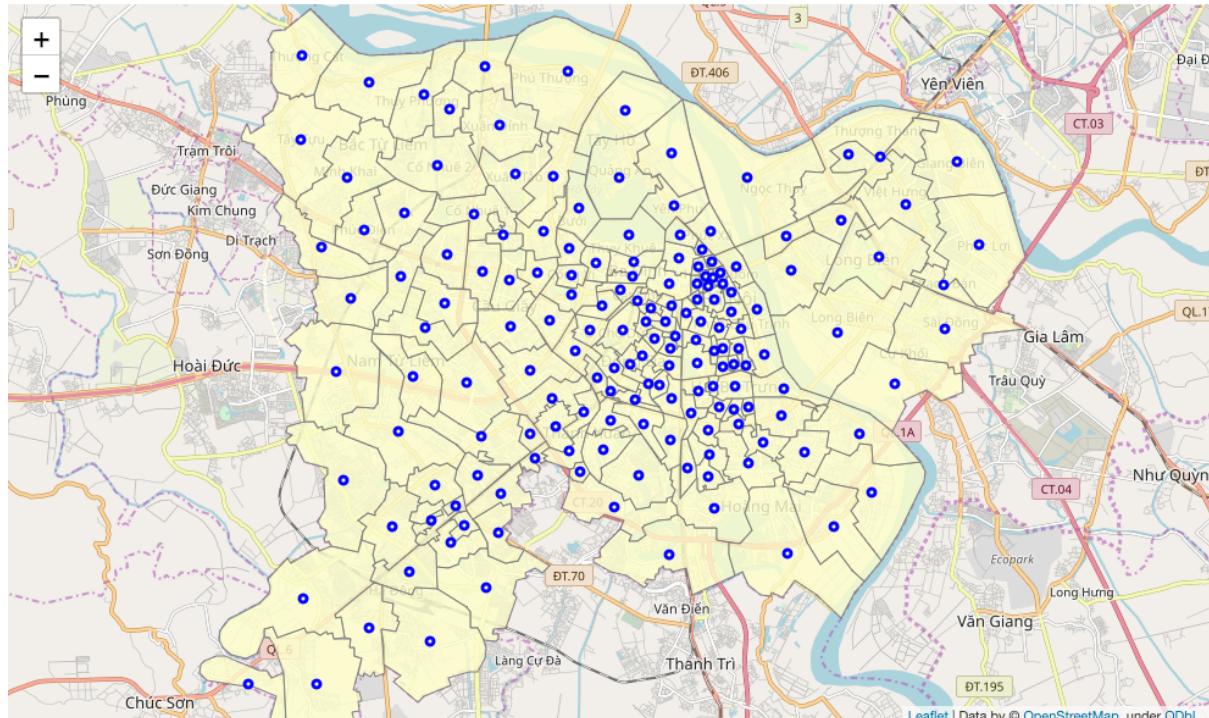


Figure 5. Map showing all the wards in the urban area and their centers (centroids)

For choosing good location for a business, besides the population density, it is very useful if we can have good insights of the most common venues around the locations as well as the similarities among them. To do this, I used Foursquare API to search for nearby venues of each ward center then applying K-Means clustering algorithm to cluster the wards. The wards' coordinates were collected from the 3rd level shape files by GADM. Center of each ward was set to its centroid by using its polygon geometry.centroid.x (longitude) and geometry.centroid.y (latitude) in python. [Figure 5] displays a map of all the wards in the urban area with their corresponding centers (geo centroids).

To find common venues near a location, the Foursquare API requires a searching radius. However, using a fixed radius for all the wards might not be a good idea. I have confirmed this by testing getting all the common venues near the ward centers with searching radius set to 500m. [Figure 6] shows the result with 16 wards colored in grey – the ones that have no popular venues in 500m from the centers of the wards. For these wards, the searching radius should be set to at least 2,000m from the centroids.

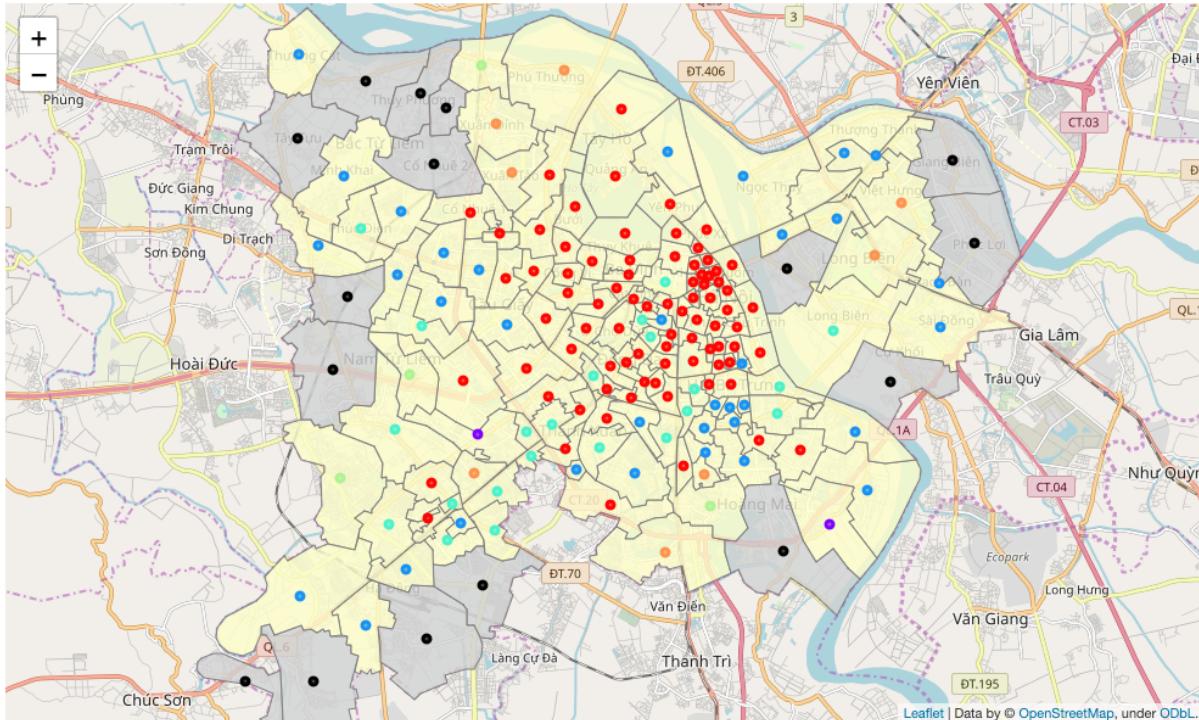


Figure 6. The grey colored wards are the ones that have no common venues returned by Foursquare if the radius is set to 500m

The largest ward is Phu Thuong with the area of ~7.47 sq. km while the smallest ones are Hang Bac and Hang Dao each is only 0.06 sq. km in area.

The difference in areas between the largest and smallest wards in the urban area of Hanoi is very big - 124 times. As mentioned above, using fixed radius for Foursquare API is not a good idea since if the radius is too small, Foursquare might find very few or even not find any venue at all near a given coordinate in large wards; while if the radius is too big, the nearby venues of a location will overlap with those of its neighbors, especially in the old quarter of Hanoi.

Therefore, I decided to set radius to be used with Foursquare API based on the quantiles of the ward areas as follows:

- Area = 0.06 sq. km - Radius = 300m
- $0.06 < \text{Area} \leq 0.3475$ sq. km - Radius = 500m
- $0.3475 < \text{Area} \leq 0.86$ sq. km - Radius = 800m
- $0.86 < \text{Area} \leq 2.215$ sq. km - Radius = 1500m

- $2.215 < \text{Area} \leq 7.47 \text{ km}^2$
- Radius = 2000m

Area of each ward was approximately calculated by python geometry.area.

The map bellow shows the difference in areas of the wards:

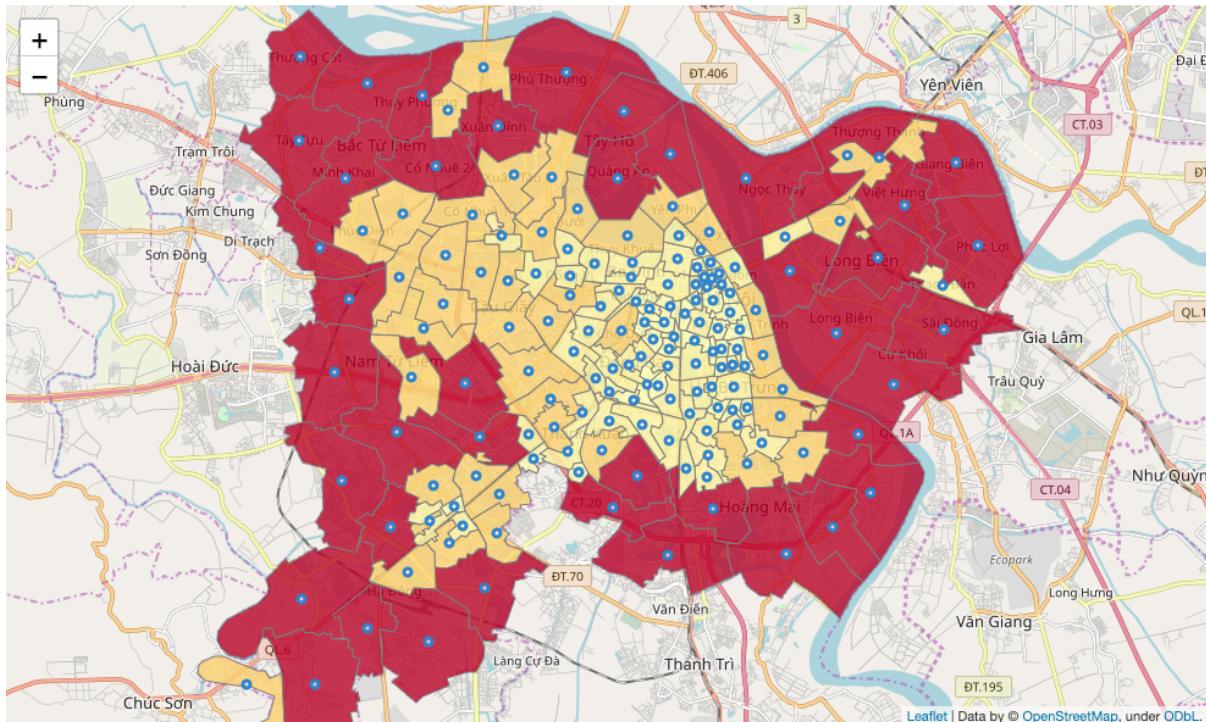


Figure 7. Hanoi urban wards colored by area scale

The final ward geopandas dataframe to be used to get nearby venues and to plot cluster maps is as follows:

| District | Ward | geometry | Latitude | Longitude | Area | radius |
|----------|-------------|--|-----------|------------|------|--------|
| 0 | Bac Tu Liem | POLYGON ((105.79462 21.04619, 105.79076 21.046..., | 21.051265 | 105.782960 | 1.97 | 1500 |
| 1 | Bac Tu Liem | POLYGON ((105.78443 21.06429, 105.78713 21.058..., | 21.064118 | 105.772726 | 3.76 | 2000 |
| 2 | Bac Tu Liem | POLYGON ((105.78256 21.08275, 105.78159 21.082..., | 21.078739 | 105.776018 | 1.09 | 1500 |
| 3 | Bac Tu Liem | POLYGON ((105.78256 21.08275, 105.77682 21.086..., | 21.090057 | 105.786137 | 2.05 | 1500 |
| 4 | Bac Tu Liem | POLYGON ((105.77170 21.09449, 105.77061 21.089..., | 21.085823 | 105.753425 | 4.23 | 2000 |
| 5 | Bac Tu Liem | POLYGON ((105.73260 21.05441, 105.73428 21.056..., | 21.060784 | 105.747278 | 4.37 | 2000 |
| 6 | Bac Tu Liem | POLYGON ((105.77396 21.04789, 105.77150 21.045..., | 21.051546 | 105.763309 | 2.20 | 1500 |
| 7 | Bac Tu Liem | POLYGON ((105.76146 21.04165, 105.76067 21.040..., | 21.046910 | 105.752069 | 1.92 | 1500 |
| 8 | Bac Tu Liem | POLYGON ((105.72945 21.05656, 105.72884 21.056..., | 21.070666 | 105.734077 | 4.79 | 2000 |
| 9 | Bac Tu Liem | POLYGON ((105.77170 21.09449, 105.77672 21.096..., | 21.082668 | 105.768932 | 2.36 | 2000 |

Figure 8. Ward geopandas dataframe

There are 168 wards each with corresponding coordinates, area and searching radius. The results returned by Foursquare API (with limit set to 100 venues), includes 4,507 venues in 210 unique categories in total.

| Neighborhood | Neighborhood Latitude | Neighborhood Longitude | Venue | Venue Latitude | Venue Longitude | Venue Category |
|--------------|-----------------------|------------------------|------------------------|----------------|-----------------|---------------------|
| 0 Co Nhue 1 | 21.051265 | 105.78296 | Bánh Giò Hồ Tây | 21.043694 | 105.790049 | Food Truck |
| 1 Co Nhue 1 | 21.051265 | 105.78296 | Chợ Nghĩa Tân | 21.044103 | 105.793873 | Market |
| 2 Co Nhue 1 | 21.051265 | 105.78296 | Somerset Hoa Bình | 21.046280 | 105.795193 | Hotel |
| 3 Co Nhue 1 | 21.051265 | 105.78296 | Metro Cash & Carry | 21.054612 | 105.780599 | Supermarket |
| 4 Co Nhue 1 | 21.051265 | 105.78296 | Highlands Coffee | 21.046310 | 105.795244 | Café |
| 5 Co Nhue 1 | 21.051265 | 105.78296 | Bánh Mì Cháo Cột Điện | 21.042417 | 105.793345 | Sandwich Place |
| 6 Co Nhue 1 | 21.051265 | 105.78296 | Hat & Snack Rounds | 21.040736 | 105.789069 | Snack Place |
| 7 Co Nhue 1 | 21.051265 | 105.78296 | Siêu Thị Điện Máy HC | 21.051528 | 105.781686 | Electronics Store |
| 8 Co Nhue 1 | 21.051265 | 105.78296 | CGV Vincom BẮC TỪ LIÊM | 21.053304 | 105.780262 | Multiplex |
| 9 Co Nhue 1 | 21.051265 | 105.78296 | Sumo BBQ | 21.046234 | 105.791102 | Japanese Restaurant |

Figure 9. List of all nearby common venues

The result was then transformed by one hot encoding, grouped by wards and calculating the mean of the frequency of occurrence of each venue category.

Then a dataframe including 10 most common venues in each ward was created as bellow:

| Ward | 1st Most Common Venue | 2nd Most Common Venue | 3rd Most Common Venue | 4th Most Common Venue | 5th Most Common Venue | 6th Most Common Venue | 7th Most Common Venue | 8th Most Common Venue | 9th Most Common Venue | 10th Most Common Venue |
|--------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-------------------------------|-----------------------|-----------------------|------------------------|
| 0 Bach Dang | Vietnamese Restaurant | Coffee Shop | Café | Noodle House | Japanese Restaurant | Hotel | Sushi Restaurant | Restaurant | Tea Room | Comic Shop |
| 1 Bach Khoa | Coffee Shop | Café | Vietnamese Restaurant | Bus Station | BBQ Joint | Fast Food Restaurant | Halal Restaurant | Bakery | Sushi Restaurant | Bubble Tea Shop |
| 2 Bach Mai | Fast Food Restaurant | Halal Restaurant | Dessert Shop | Asian Restaurant | Vietnamese Restaurant | Café | Coffee Shop | Food | Fishing Spot | Flea Market |
| 3 Bien Giang | Hotpot Restaurant | Vietnamese Restaurant | Zoo | Event Space | Food Truck | Food Service | Food Court | Food & Drink Shop | Food | Flower Shop |
| 4 Bo De | Vietnamese Restaurant | Hotel | Coffee Shop | Café | Ice Cream Shop | Lounge | Vegetarian / Vegan Restaurant | Cocktail Bar | Fast Food Restaurant | Gastropub |

Figure 10. 10 most common venues in each ward

This most-common-venue dataframe was then used as input to the K-Means clustering algorithm to cluster the wards into different groups. After some experiments with different number of clusters, I decided to set the number of clusters to 3 since the result clusters would show the best the differences among them.

Cluster labeling

K-Means put 97 wards to the first cluster, 67 wards to the second cluster and only 3 wards to the third one.

To give good labels to the clusters, I created bar charts to compare the numbers of the most common venues in each cluster [Figure 11][Figure 12][Figure 13].

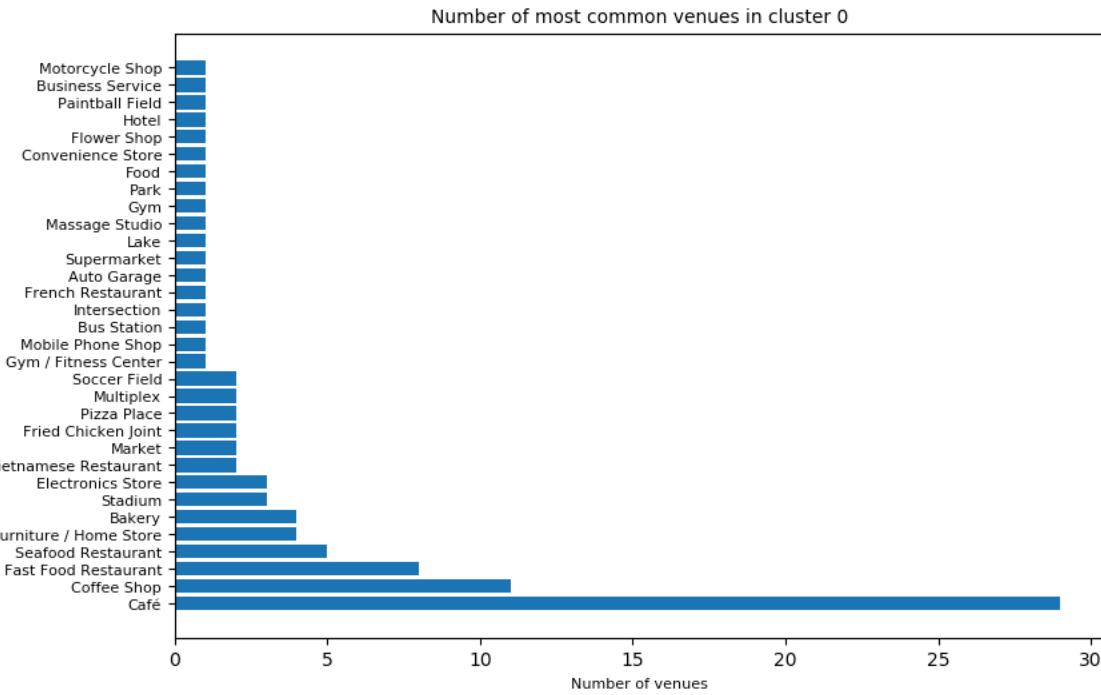


Figure 11. Comparison of numbers of most common venues in Cluster 0

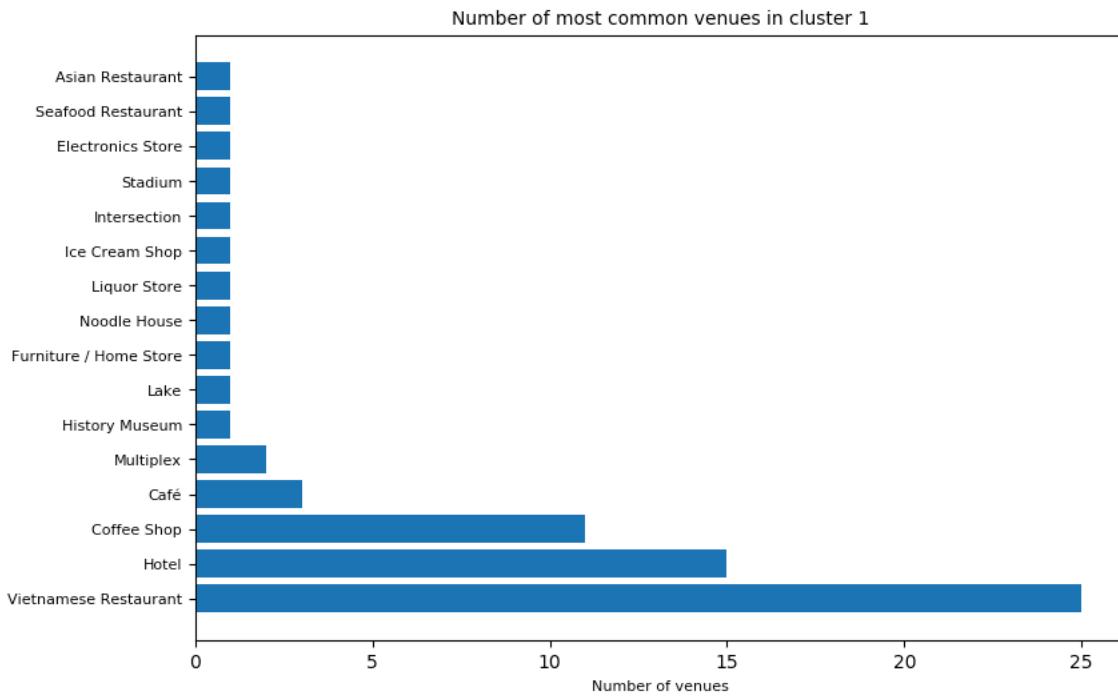


Figure 12. Comparison of numbers of most common venues in Cluster 1

There are only 3 wards in the third cluster and the 1st most common venues in the cluster do not tell much. So, to have better insights of the venues in the cluster, I plotted a chart using all 10 most common venues of the cluster.

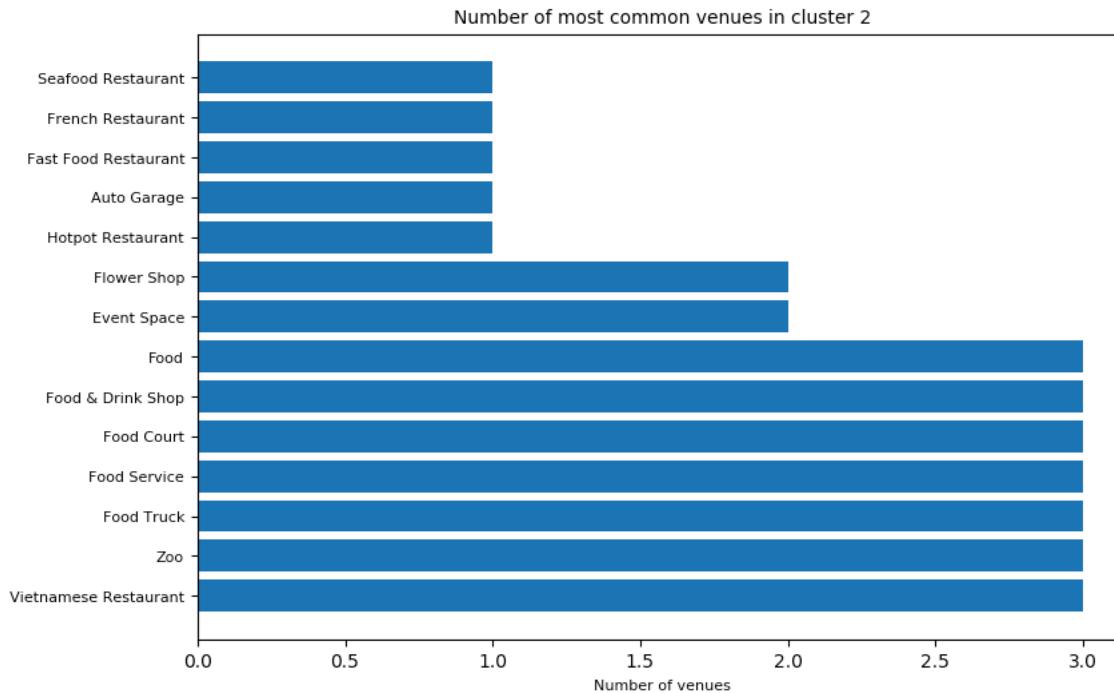


Figure 13. Comparison of numbers of most common venues in Cluster 2

The charts above show that the first cluster (cluster 0) includes more Café, Coffee Shops, Fast Food restaurants and Stores while Restaurants, Hotels and Coffee Shops are dominant in the second cluster (cluster 1). This also suggests that the venues in the second cluster are more high-end compared to those in the first cluster.

The third cluster (cluster 2) includes Restaurants, Zoos, Event Space, Food trucks and Food services. These are indications of outing places for outdoor events.

Now we can set appropriate labels to the clusters:

- Cluster 0: Café, Coffee Shops, Fast Food, Stores
- Cluster 1: Restaurant, Hotel, Coffee Shops
- Cluster 2: Outing Places

We will need also another label to assign to the location that does not belong to any cluster above (if the location does not have any nearby common venues in the given searching radius). Let's call it "Cluster 3: Not in any cluster".

Another interesting information that can be extracted from the result list of common venues is the average distance (the searching radius) from the wards' centers to the nearby venues in each cluster:

- Cluster 0: 1.314 km
- Cluster 1: 0.995 km
- Cluster 2: 1.666 km

C. Results

A population density map of Hanoi was created, including all urban and suburban districts. Users using the online version of the map can hover over the district polygons to show the district information.

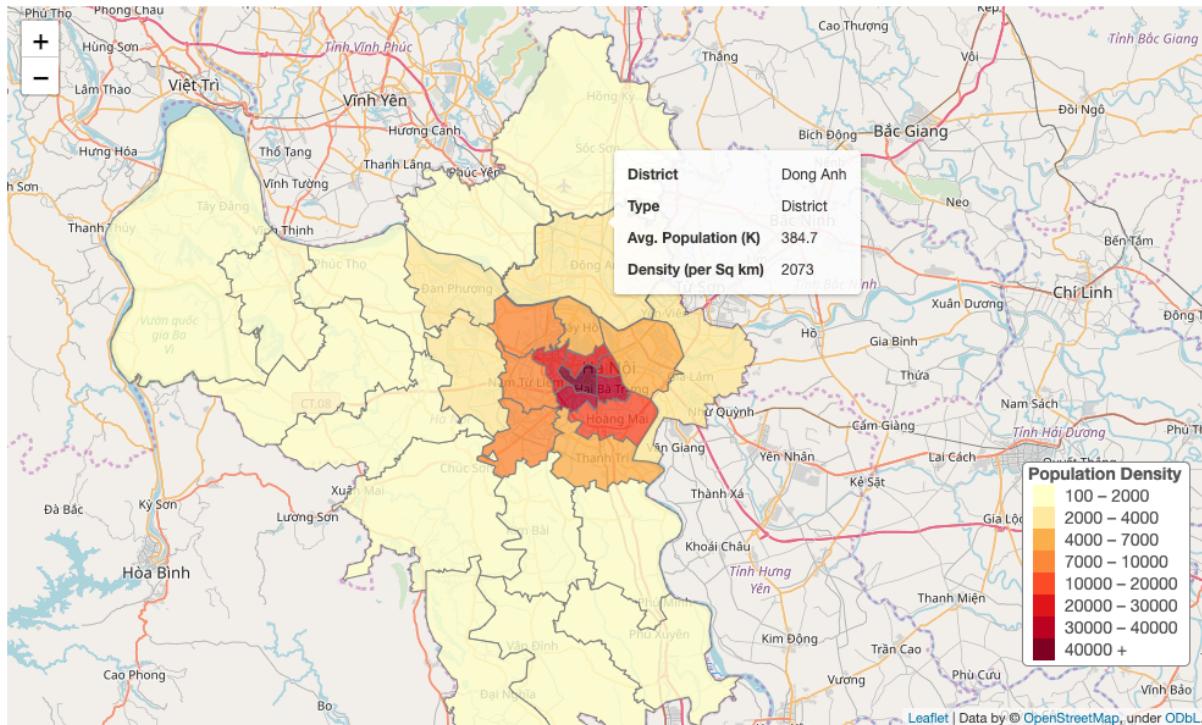


Figure 14. Hanoi Population density by districts (info updated 2018)

We can see from the map that more than half of the districts in Hanoi have fairly low population density of less than 2,000 people per square kilometer. There's only one suburban district - Thanh Tri - that has the density comparable to those of some urban districts.

The districts can be categorized into different groups based on population density as follows:

1. More than 40,000: Dong Da
2. 30,000 - 40,000: Hai Ba Trung, Thanh Xuan
3. 20,000 - 30,000: Ba Dinh, Hoan Kiem, Cau Giay
4. 10,000 - 20,000: Hoang Mai
5. 70,000 - 10,000: Bac Tu Liem, Nam Tu Liem, Ha Dong
6. 4,000 - 7,000: Tay Ho, Long Bien, Thanh Tri
7. Less than 4,000: the rest

When an investor comes, depending on the business, he can consider to choose the districts in each of the group above. For example, the most densely populated districts

might be good places to open restaurants/hotels/coffee shops but usually it comes with very high rental cost. If the business requires large land with fairly densed population, e.g. for hosting outdoor events, he can choose the districts in group 5-6 or 7, etc.

Now suppose that the investor has opened a first restaurant/shop in the urban area of Hanoi. It was very successful and he wants to find other locations to expand the business. With Foursquare API and utilizing K-Means clustering technique, I have created the map below that can help him to find similar locations to the current one in terms of popular venues around the location.

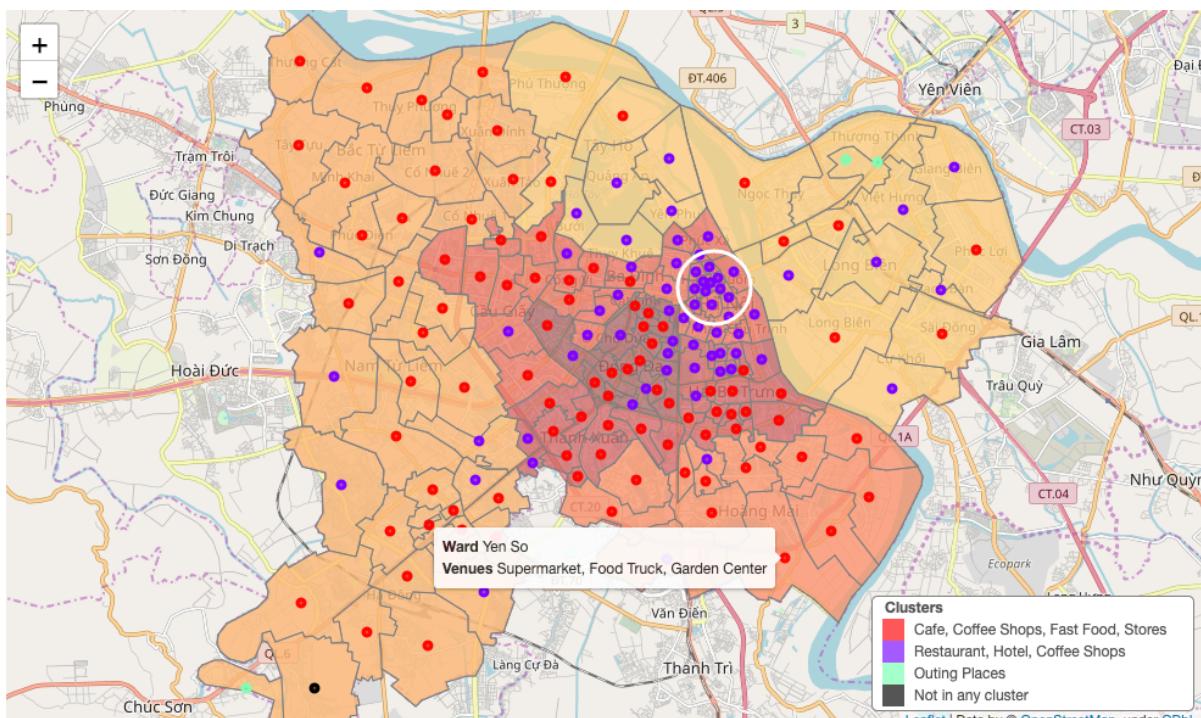


Figure 15. Visualization of clusters of common venues in the urban area with the white circle surrounding the old quarter (center) of Hanoi on the population density background map

The map clearly shows two dominant clusters - purple and red ones. The purples are places with high-end restaurants, hotels and coffee shops while the red ones have many Fast food and Café. Most of the purples are in small wards in the center of Hanoi (close to the old quarter - the white circle in the map) where the population is much denser, where many visitors come and stay and where there are many office buildings and shopping streets located. The red ones are located further to the west and south from the center, to the direction that the city has been expanded during the last few years.

The third cluster (light greens) includes wards at the edge of the urban area. Those wards are less densely populated, close to the rivers and suitable for outdoor events.

There is one ward shown at the bottom left of the map - Dong Mai - with the center colored in black as Foursquare returned no common venue for it, even with the searching radius

set to 2km. This shows that choosing appropriate value of searching radius is very important for the analysis.

This map will be very useful for investors to choose location to open their businesses in Hanoi and where to expand the chains after a successful one. The online version of this map was created in an interactive way such that hovering over a ward polygon will show the ward name, the district and the cluster that the ward belongs to; while hovering over a dot (ward center) will show the most common venues in the ward.

D. Discussion

The data that I have regarding district population was since in 2018. Hanoi is a rapid changing city with many apartments built further from the center. The maps will be useful if there's a way to update the population density yearly.

Foursquare API was used to search for nearby common venues of the wards' centers. Foursquare database is updated continuously, therefore the clusters and the maps shown above might change regularly. This project can be further updated with methods to automatically choose a good number of clusters and label them accordingly.

In the analysis above, I manually chose number of clusters to be 3. I actually did test with the Elbow method with number of clusters up to 100, however I did not see any clear elbow. This does not really mean clustering is not a suitable algorithm to solve the problem, but Elbow might not be a good method to be used for this dataset. Further study will be conducted with different method such as BIC and SSE.

E. Conclusion

In this project, I have demonstrated how to use different techniques, tools and algorithms to collect, explore, analyze and visualize public data on population density, area and nearby common venues in Hanoi. The result of the project can help investor to decide where to start their business in the city and what location will be good to expand in the future. Further studies and ways to make the project more useful was also discussed.