

Report Content

1. Introduction Section :
 - The “business problem” to be solved by this project and who may be interested
2. Data Section:
 - Describe Data requirements and Sources needed to solve the problem
3. Methodology section:
 - Main component of the report - Execute data processing, describe/discuss any exploratory data analysis and/or inferential statistical testing performed, and/or machine learnings used.
4. Results section:
 - Discussion of the results and finding of answer
5. Discussion section:
 - Discussion of observations noted and any recommendations
6. Conclusion section:
 - Answer chosen and conclusions.

1.0 Introduction

1.1 Scenario and Background

I am currently living in Singapore, within walking distance to Downtown "Telok Ayer MRT metro station". I also enjoy great venues and attractions, such as international cuisine, entertainment and shopping. I have an offer to move to work to Manhattan NY and I would like to move if I can find a place to live similar with similar venues.

1.2 Problem to be resolved:

How to find an apartment in Manhattan with the following conditions:

- Apartment with min 2 bedrooms
- Monthly rent not to exceed US\$7000/month
- Located within walking distance (<=1.0 mile, 1.6 km) from a subway metro station in Manhattan
- Venues and amenities as in my current residence.

1.3 Interested Audience

I believe the methodology, tools and strategy used in this project is relevant for a person or entity considering moving to a major city in US, Europe or Asia. Likewise, it can be helpful approach to explore the opening of a new business. The use of Foursquare data and mapping techniques combined with data analysis will help resolve the key questions arisen. Lastly, this project is a good practical case for a person developing Data Science skills.

2.0 Data Section

2.1 Data Requirements

- Geodata for current residence in Singapore with venues established using Foursquare.
- List of Manhattan (MH) neighborhoods with clustered venues established via Foursquare (as in Course Lab). https://en.wikipedia.org/wiki/List_of_Manhattan_neighborhoods#Midtown_neighborhoods
- List of subway metro stations in Manhattan with addresses and geo data (lat,long): <https://en.wikipedia.org/wik...@40.7837297,-74.1033043,11z/data=13m14b1>
- List of apartments for rent in Manhattan area with information on neighborhood location, address, number of beds, area size, monthly rent price and complemented with geo data via Nominatim. <https://www.rentmanhattan.com/index.cfm?page=search&state=results> <https://www.nestpick.com/search?city=new-york>
- Place to work in Manhattan (Park Avenue and 53rd St) for reference

2.2 Data Sources, Data Processing and Tools used

- Singapore data and map is to be created with use of Nominatim , Foursquare and Folium mapping
- Manhattan neighborhoods were obtained from Wikipedia and organized by Neighborhoods with geodata via Nominatim for mapping with Folium.
- List of Subway stations was obtained via Wikipedia, NY Transit web site and Google map,
- List of apartments for rent was consolidated from web-scraping real estate sites for MH. The geolocation (lat,long) data was found with algorithm coding and using Nominatim.
- Folium map was the basis of mapping with various features to consolidate all data in ONE map where one can visualize all details needed to make a selection of apartment

3.0 Methodology

The Strategy to find the answer.

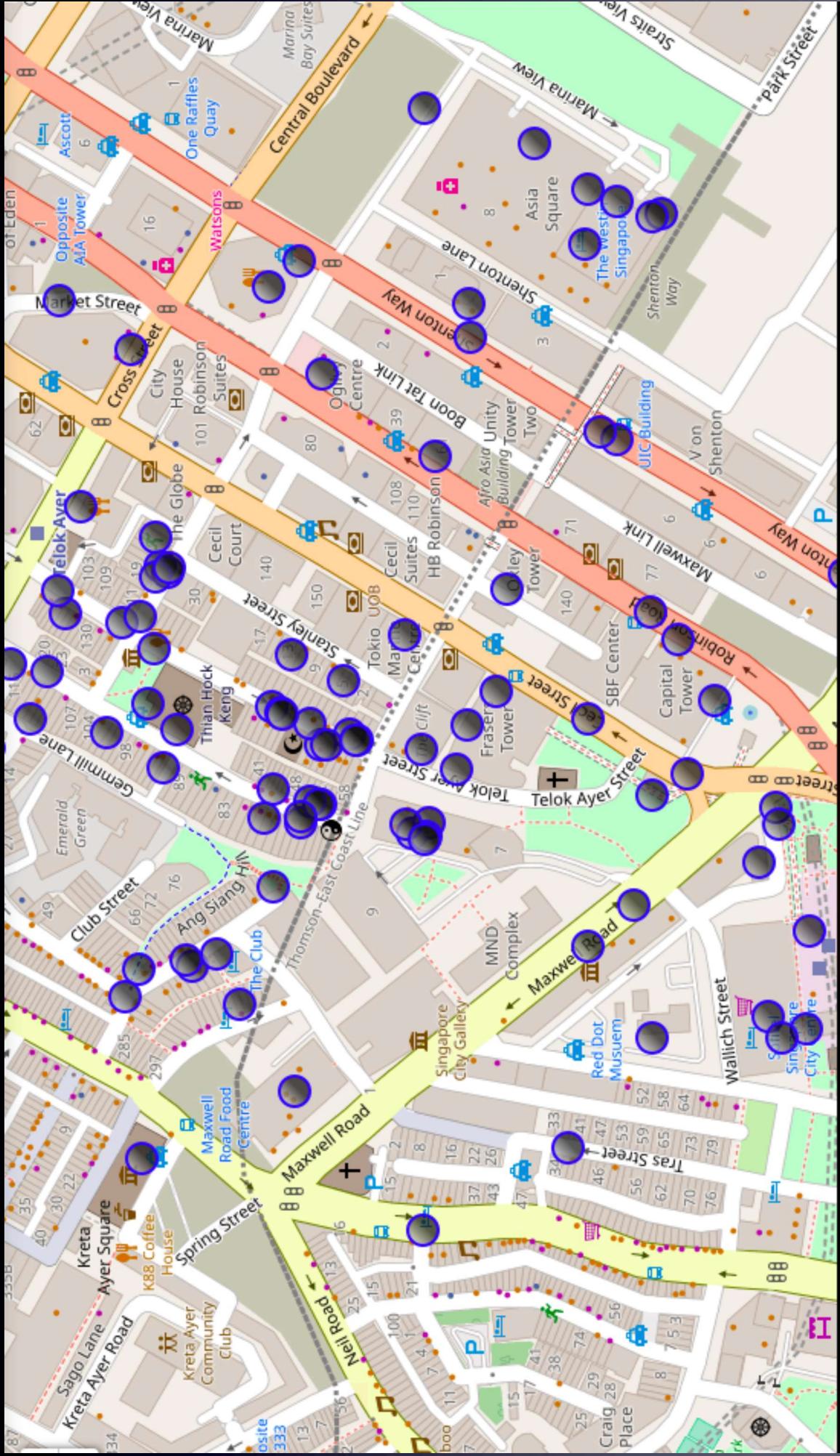
The strategy is based on mapping the described data in section 2.0, in order to facilitate the choice of at least two candidate places for rent. The information will be consolidated in ONE MAP where one can see the details of the apartment, the cluster of venues in the neighborhood and the relative location from a subway station and from work place. A measurement tool icon will also be provided. The popups on the map items will display rent price, location and cluster of venues applicable.

The Tools:

Web-scraping of sites is used to consolidate data-frame information which was saved as csv files for convenience and to simply the report. Geodata was obtained by coding a program to use Nominatim to get latitude and longitude of subway stations and also for each of (144 units) the apartments for rent listed. Geopy_distance and Nominatim were used to establish relative distances. Seaborn graphic was used for general statistics on rental data. Maps with popups labels allow quick identification of location, price and feature, thus making the selection very easy

4.0 Execution and Results

Current residence Neighborhood in Singapore

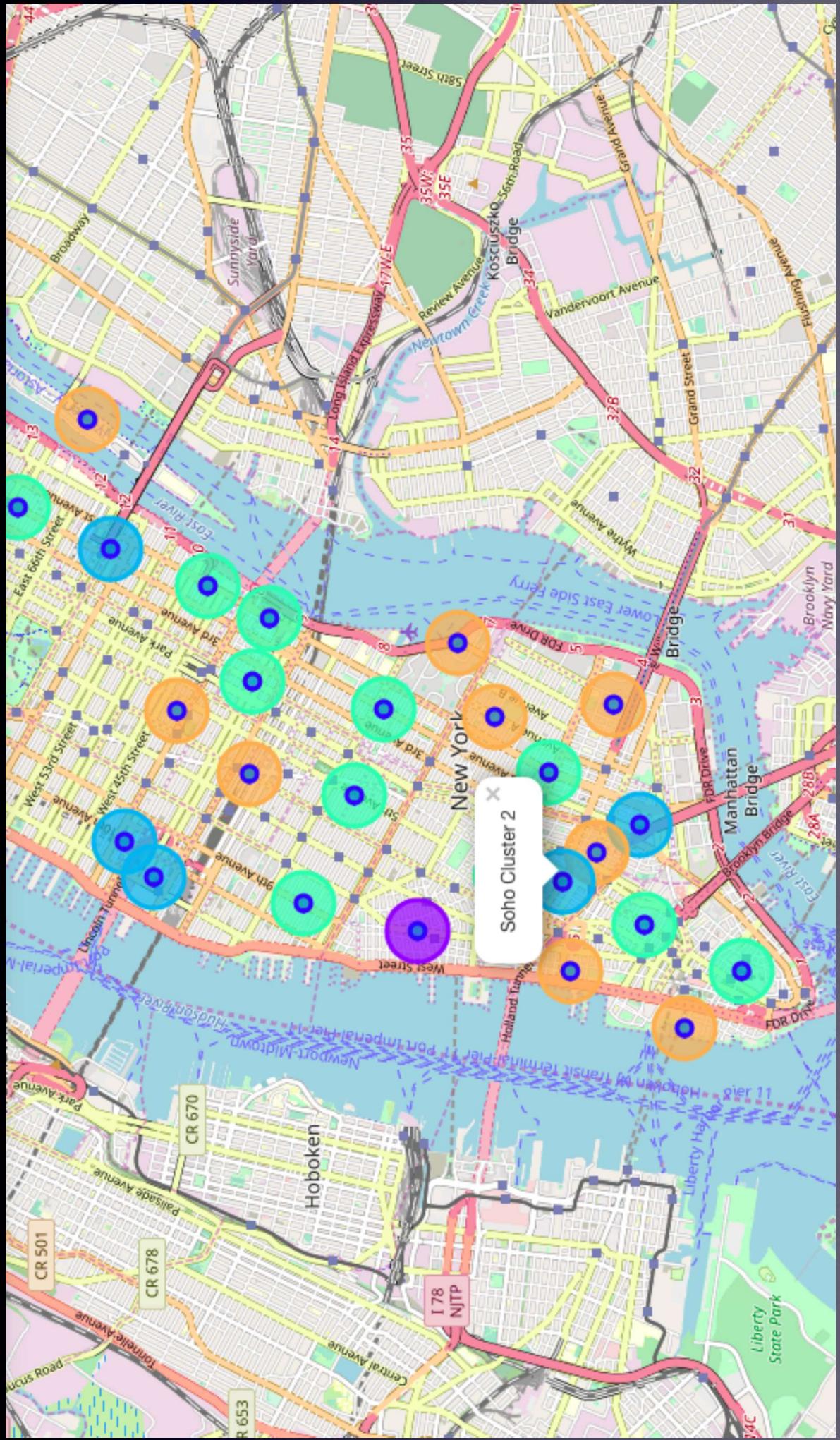


Venues around Neighborhood in

```
# Venues near current Singapore residence place
SGnearby_venues.head(10)
```

	name	categories	lat	lng
0	Napoleon Food & Wine Bar	Wine Bar	1.279925	103.847333
1	Park Bench Deli	Deli / Bodega	1.279972	103.847287
2	Native	Cocktail Bar	1.280135	103.846844
3	Muchachos	Burrito Place	1.279175	103.847082
4	Matt's The Chocolate Shop	Dessert Shop	1.280462	103.846950
5	Freehouse	Beer Garden	1.281254	103.848513
6	P.S.Cafe	Café	1.280468	103.846264
7	왕대박 Wang Dae Bak Korean BBQ Restaurant	Korean Restaurant	1.281345	103.847551
8	Ancient Therapy	Massage Studio	1.280413	103.847481
9	Oven & Fried Chicken	Korean Restaurant	1.280479	103.847522

Manhattan Map - Neighborhoods and Cluster of Venues



GeoData Manhattan apts for rent

```
] : mh_rent=pd.read_csv('MH_rent_latlong.csv')  
mh_rent.head()
```

```
] :  


|   | Address           | Area            | Price_per_ft2 | Rooms | Area-ft2 | Rent_Price | Lat       | Long       |
|---|-------------------|-----------------|---------------|-------|----------|------------|-----------|------------|
| 0 | West 105th Street | Upper West Side | 2.94          | 5.0   | 3400     | 10000      | 40.799771 | -73.966213 |
| 1 | East 97th Street  | Upper East Side | 3.57          | 3.0   | 2100     | 7500       | 40.788585 | -73.955277 |
| 2 | West 105th Street | Upper West Side | 1.89          | 4.0   | 2800     | 5300       | 40.799771 | -73.966213 |
| 3 | CARMINE ST.       | West Village    | 3.03          | 2.0   | 1650     | 5000       | 40.730523 | -74.001873 |
| 4 | 171 W 23RD ST.    | Chelsea         | 3.45          | 2.0   | 1450     | 5000       | 40.744118 | -73.995299 |


```

```
] : mh_rent.tail()
```

```
] :  

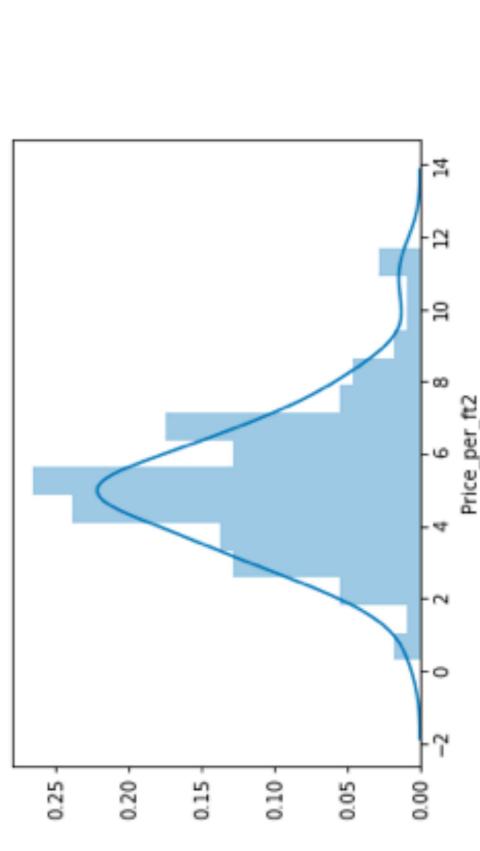

|     | Address              | Area                               | Price_per_ft2 | Rooms | Area-ft2 | Rent_Price | Lat       | Long       |
|-----|----------------------|------------------------------------|---------------|-------|----------|------------|-----------|------------|
| 139 | 200 East 72nd Street | Rental in Lenox Hill               | 5.15          | 3.0   | 1700     | 8750       | 40.769465 | -73.960339 |
| 140 | 50 Murray Street     | No fee rental in Tribeca           | 7.11          | 2.0   | 1223     | 8700       | 40.714051 | -74.009608 |
| 141 | 300 East 56th Street | No fee rental in Midtown East      | 3.87          | 3.0   | 2100     | 8118       | 40.758216 | -73.965190 |
| 142 | 1930 Broadway        | No fee rental in Central Park West | 5.06          | 2.0   | 1600     | 8095       | 40.772474 | -73.981901 |
| 143 | 33 West 9th Street   | Rental in Greenwich Village        | 6.67          | 2.0   | 1500     | 10000      | 40.733691 | -73.997323 |


```

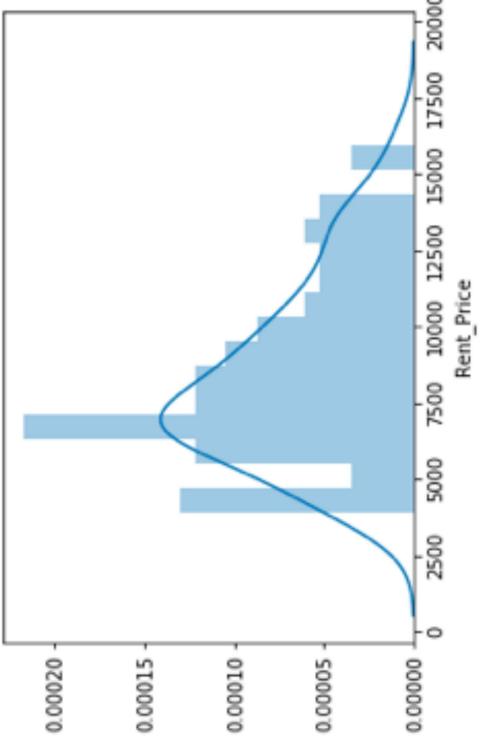
Rental Price Statistics MH Apartments

Budget US\$7000/month is around the mean

```
<matplotlib.axes._subplots.AxesSubplot at 0x1a2415fc18>
```

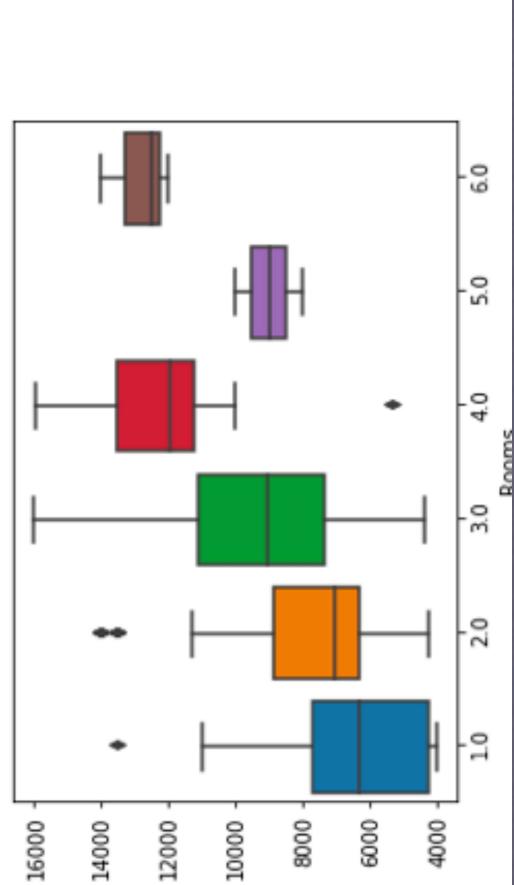


```
<matplotlib.axes._subplots.AxesSubplot at 0x1a25dd8400>
```

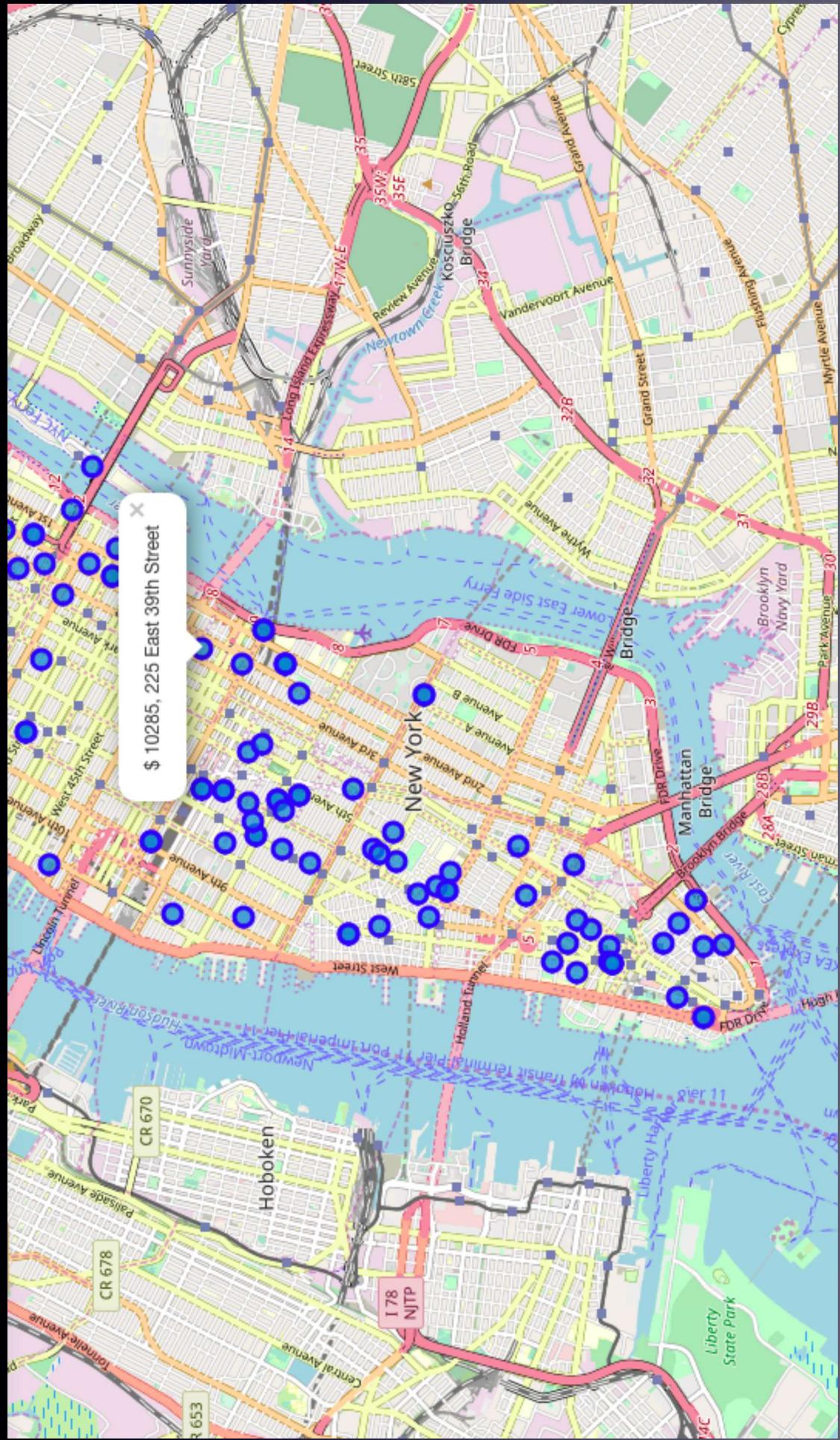


```
sns.boxplot(x='Rooms', y='Rent_Price', data=mh_rent)
```

```
<matplotlib.axes._subplots.AxesSubplot at 0x1a25f2a2b0>
```



Apartments for Rent in MH



MH apts for rent with venue clusters



Manhattan subway stations geodata

click to scroll output; double click to hide

			sub_address	lat	long
0	Dyckman Street Subway Station	170 Nagle Ave, New York, NY 10034, USA	40.861857	-73.924509	
1	57 Street Subway Station	New York, NY 10106, USA	40.764250	-73.954525	
2	Broad St	New York, NY 10005, USA	40.730862	-73.987156	
3	175 Street Station	807 W 177th St, New York, NY 10033, USA	40.847991	-73.939785	
4	5 Av and 53 St	New York, NY 10022, USA	40.764250	-73.954525	

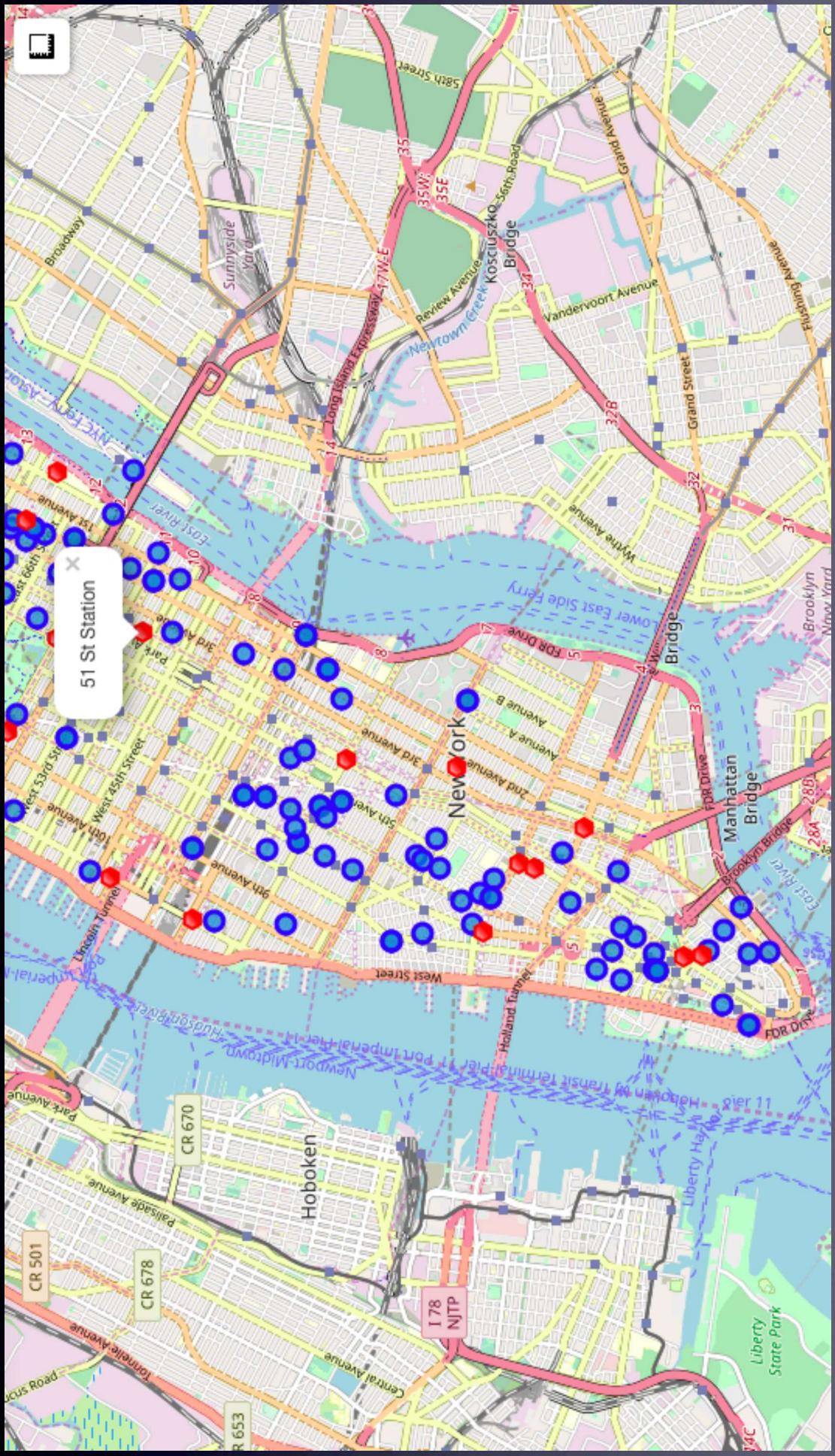
```
# removing duplicate rows and creating new set mhsubl1
mhsubl=mh.drop_duplicates(subset=['lat','long'], keep="last").reset_index(drop=True)
mhsubl.shape
```

(22, 4)

: mhsubl.tail()

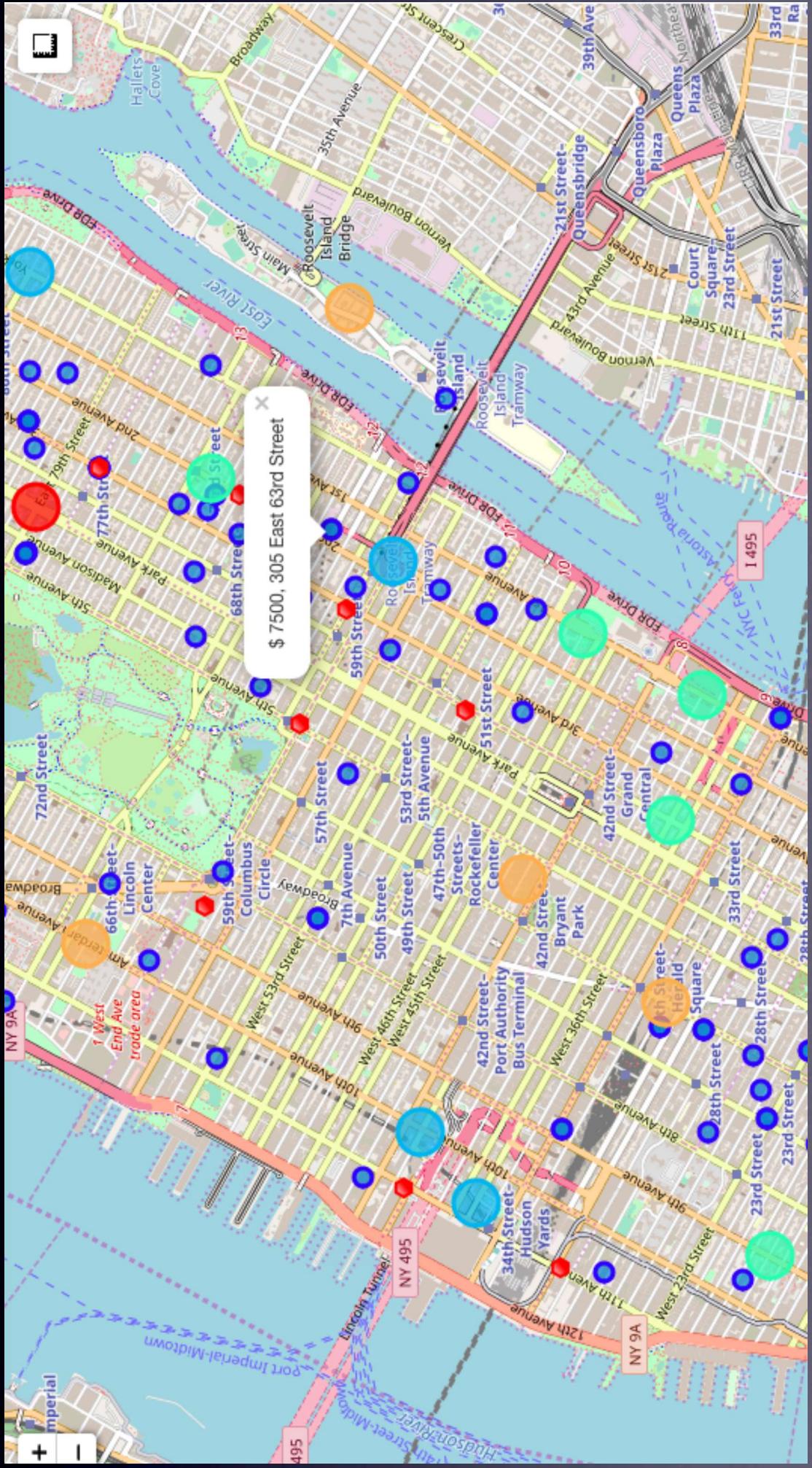
		sub_station	sub_address	lat	long
17	190 Street Subway Station	Bennett Ave, New York, NY 10040, USA	40.858113	-73.932983	
18	59 St-Lexington Av Station	E 60th St, New York, NY 10065, USA	40.762259	-73.966271	
19	57 Street Station	New York, NY 10019, United States	40.764250	-73.954525	
20	14 Street / 8 Av	New York, NY 10014, United States	40.730862	-73.987156	
21	MTA New York City	525 11th Ave, New York, NY 10018, USA	40.759809	-73.999282	

Apts for rent (blue) and subway stations (red)



Selected Apartment!

The ONE consolidated map shows all information for decision:
Apartments address, price, neighborhood, cluster of venues and subway station nearby.
Blue dots=apts , Red dots=Subway station, Bubbles=Cluster of Venues



Apartment Selection

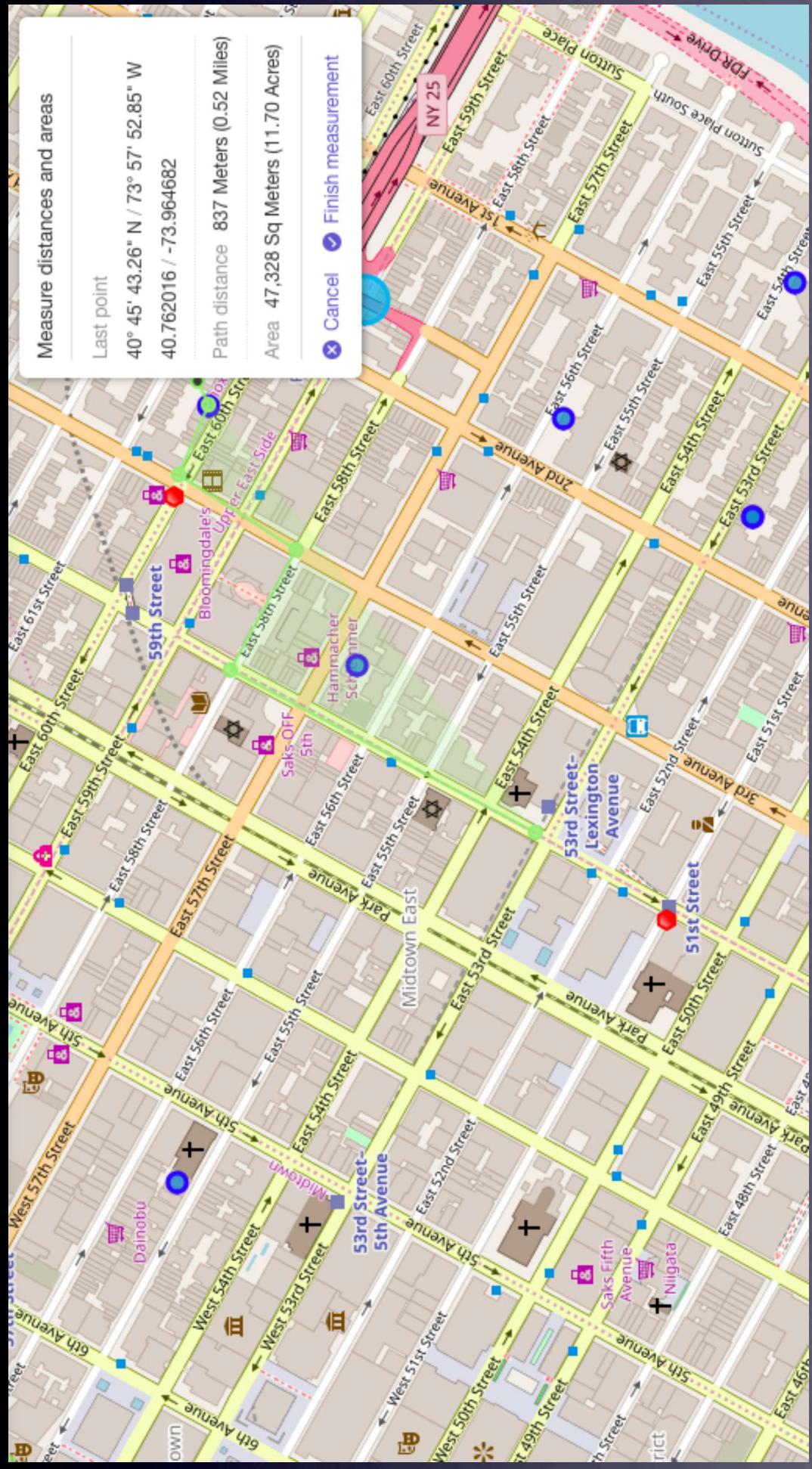
Using the "one map" above, I was able to explore all possibilities since the popups provide the information needed for a good decision.

Apartment 1 rent cost is US\$7500 slightly above the US\$7000 budget. Apt 1 is located 400 meters from subway station at 59th Street and work place (Park Ave and 53rd) is another 600 meters way. I can walk to work place and use subway for other places around. Venues for this apt are as of Cluster 2 and it is located in a fine district in the East side of Manhattan.

Apartment 2 rent cost is US\$6935, just under the US\$7000 budget. Apt 2 is located 60 meters from subway station at Fulton Street, but I will have to ride the subway daily to work , possibly 40-60 min ride. Venues for this apt are as of Cluster 3. ¶

Based on current Singapore venues, I feel that Cluster 2 type of venues is a closer resemblance to my current place. That means that APARTMENT 1 is a better choice since the extra monthly rent is worth the conveniences it provides.

I will walk to work
Walk from home to work is less than 1 km!



Venus in Cluster 2 near future home

```
## kk is the cluster number to explore
```

```
kk = 2
```

```
manhattan_merged.loc[manhattan_merged['Cluster Labels'] == kk, manhattan_merged.columns[[1] + list(range(5, manhattan_m
```

Neighborhood	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	Marble Hill	Coffee Shop	Discount Store	Yoga Studio	Steakhouse	Supplement Shop	Tennis Stadium	Shoe Store	Gym	Bank
1	Chinatown	Chinese Restaurant	Cocktail Bar	Dim Sum Restaurant	American Restaurant	Vietnamese Restaurant	Salon / Barbershop	Noodle House	Bakery	Bubble Tea Shop
6	Central Harlem	African Restaurant	Seafood Restaurant	French Restaurant	American Restaurant	Cosmetics Shop	Chinese Restaurant	Event Space	Liquor Store	Ice Cream Shop
9	Yorkville	Coffee Shop	Gym	Bar	Italian Restaurant	Sushi Restaurant	Pizza Place	Mexican Restaurant	Beer Bar	Gym / Fitness Center
14	Clinton	Theater	Italian Restaurant	Coffee Shop	American Restaurant	Gym / Fitness Center	Hotel	Wine Shop	Spa	Pub
23	Soho	Clothing Store	Boutique	Women's Store	Shoe Store	Men's Store	Furniture / Home Store	Italian Restaurant	Mediterranean Restaurant	Art Gallery
26	Morningside Heights	Coffee Shop	American Restaurant	Park	Bookstore	Pizza Place	Sandwich Place	Burger Joint	Café	Deli / Bodega
34	Sutton Place	Gym / Fitness Center	Italian Restaurant	Furniture / Home Store	Indian Restaurant	Dessert Shop	American Restaurant	Bakery	Juice Bar	Tennis Court
39	Hudson Yards	Coffee Shop	Italian Restaurant	Hotel	Theater	American Restaurant	Café	Gym / Fitness Center	Boutique	Sushi Restaurant

5.0 Discussion

- In general, I am positively impressed with the overall organization, content and lab works presented during the Coursera IBM Certification Course
- I feel this Capstone project presented me a great opportunity to practice and apply the Data Science tools and methodologies learned.
- I have created a good project that I can present as an example to show my potential.
- I feel I have acquired a good starting point to become a professional Data Scientist and I will continue exploring to creating examples of practical cases.

6.0 Conclusions

- I feel rewarded with the efforts, time and money spent. I believe this course with all the topics covered is well worthy of appreciation.
- This project has shown me a practical application to resolve a real situation that has impacting personal and financial impact using Data Science tools.
- The mapping with Folium is a very powerful technique to consolidate information and make the analysis and decision thoroughly and with confidence. I would recommend for use in similar situations.
- One must keep abreast of new tools for DS that continue to appear for application in several business fields.