

Coursera Capstone Project

IBM APPLIED DATA SCIENCE PROJECT

FINDING NEW BUSINESS AREA IN ANKARA , ÇANKAYA

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A view of Capital of Turkey (Ankara) and its most crowded Borough's Çankaya

Introduction

Ankara is the capital of Turkey , 5 million people is living in this area . The core departments and significant ministries are here . People have many diverse jobs and there are many cultural , political and touristic places in there . Therefore , if you want to make a business , you will face with a lot of issues like how could i make a different business in Ankara or Which business will make a lot of Money . In this issue , i will find the best business places in matter of “ restaurants , cafes and shopping centers “ .

Business Problem

The problem in business is , there are a lot of cafes , restaurants and shopping centers in Çankaya . So , if you want to find out where is the good for me and my business to open restaurant or cafe . First you need to find trend business in this place . I have thought that if a place has 5 restaurant in 2 km around . There will be a restaurant trend or restaurant culture for making business . However if a place has more than 10 restaurant in 2 km around , this place is restaurant overwhelming so if you open a restaurant in this place , you will face with lack of customer for your business . This is going to be a negative case . Not only restaurant , but also cafe , shopping center is the same for that issue . I will solve this problem for my boss and find the overwhelming and business trends according to the numbers of restaurants, cafes and shopping centers . Then i will clustering them and Show which places have business overwhelming or business gaps . For example in Çankaya , Kızılay neighborhood , you just want to open a business but you dont know which business is needed in Kızılay . My clustering algorithms will Show you the 10 best business trending and business gapings like there are 25 cafe in kızılai , to open a cafe maybe is not good option but this clusterings will Show you there are 5 shopping center , you will decide to open a shopping center in the Kızılay . I just want to solve these such issues in my Project .