

Australian Population Characteristics & Venues Data Analysis for young professionals

1. Description of the Capstone Project / Business Scope /

Australia is one of the largest countries in Asia Pacific region with population over 25 million people and shy population density of 3 persons per square kilometer. The specific census organisation /aka stakeholder/ approached us to conduct a deeper investigation of how population of Australia is spread across the continent and which cities accommodate majority of its citizens. Once the biggest urban area is selected, the stakeholder wants to know which suburbs are the most popular with young professionals and what venues/categories are associated with those suburbs. This will allow local state departments to build smarter infrastructure planning strategies and create more venues if necessary.

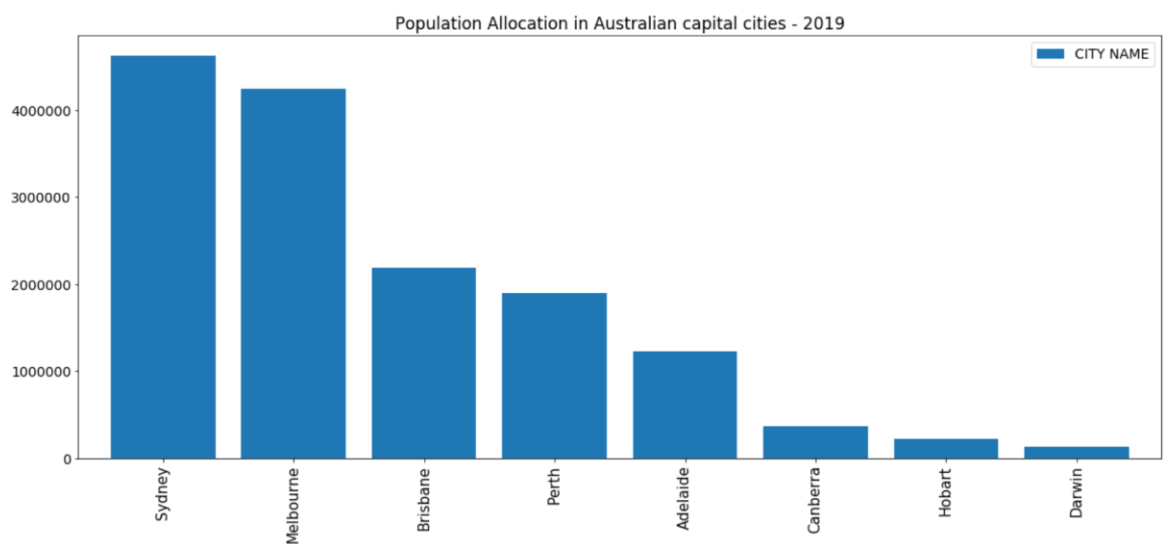
2. Presentation

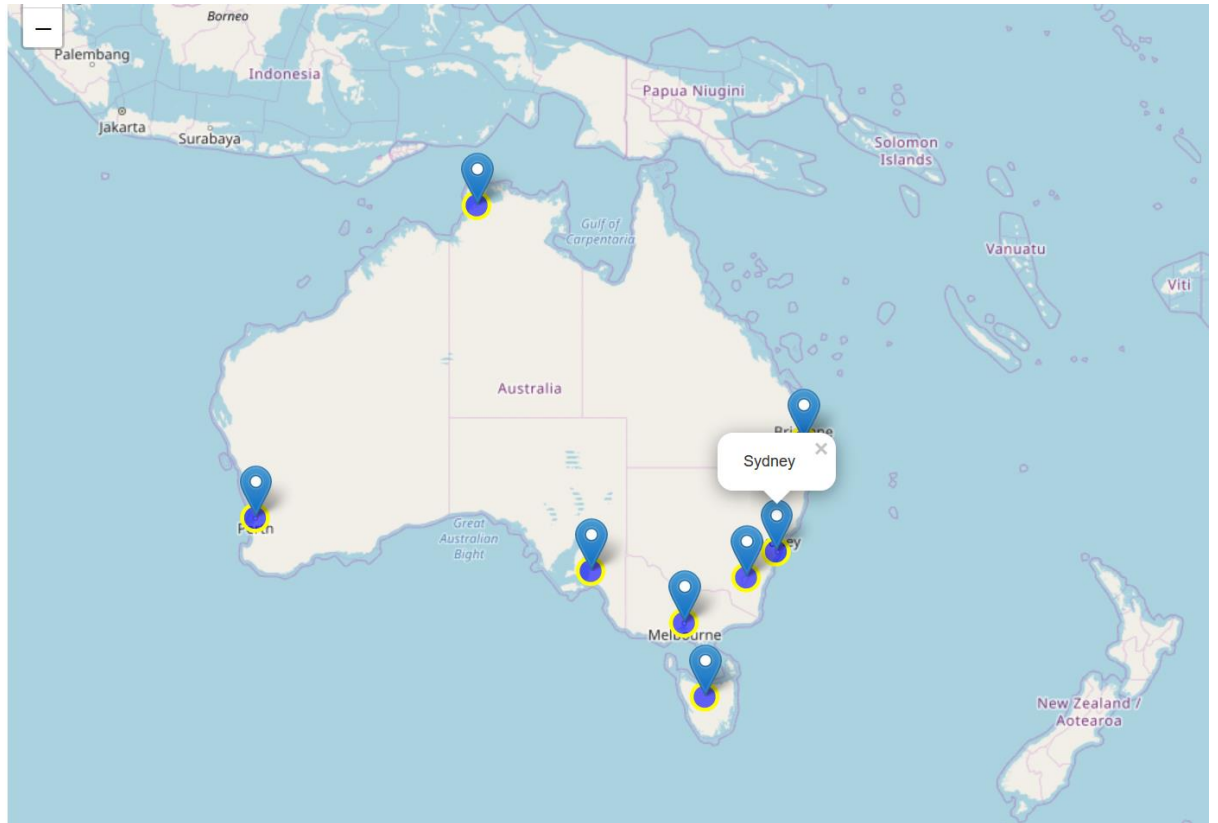
Population of Australia - 2019: 25203198

Urban population in Australia - 2019: 85.7 %

Total Number of Migrants (Net) from 1955 till 2019 in Australia = 2056606

The population of Australia is mostly distributed around coastal cities which also are capital cities.





The most populated city of Australia is Sydney – 4.6 million - and is a home for many young professionals that select the CBD suburbs to live in.

The Foursquare API information clearly indicate that this CBD district attract young population because of the available venues and variety of categories:

3]:	Count	Gym	1	Thai Restaurant	6
	categories	Gymnastics Gym	1	Theater	2
	Art Gallery	History Museum	1	Trail	1
	Asian Restaurant	Hostel	1	Vegetarian / Vegan Restaurant	2
	Australian Restaurant	Hotel	1	Vietnamese Restaurant	2
	BBQ Joint	Ice Cream Shop	3	Whisky Bar	1
	Bakery	Italian Restaurant	1	Wine Bar	1
	Bar	Japanese Restaurant	2	Yoga Studio	2
	Bookstore	Lebanese Restaurant	1		
	Brewery	Malay Restaurant	2		
	Café	Massage Studio	1		
	Chinese Restaurant	Museum	1		
	Cocktail Bar	Music Venue	1		
	Coffee Shop	Park	2		
	Comedy Club	Performing Arts Venue	1		
	Dessert Shop	Pizza Place	1		
	Dive Bar	Pool	3		
	Dumpling Restaurant	Pub	4		
	Farmers Market	Ramen Restaurant	1		
	Flea Market	Restaurant	1		
	Fruit & Vegetable Store	Science Museum	1		
	Garden	Spa	1		
		Speakeasy	1		

3. Conclusion

As a result, young professionals are heading to big cities, like Sydney to search for more opportunities and fulfilment of their career. Proximity to nightlife, good eating venues (confirmed by Foursquare APIs) and social aspects makes those big cities only viable option.