

CAPSTONE PROJECT : BATTLE OF NEIGHBOURHOOD

POINTS OF DISCUSSION:

1. THIS PROJECT IS AIMED TO DETERMINE THE SUITABLE PLACE OF STAY IN SINGAPORE.
2. TARGETED AUDIENCE : PEOPLE FROM INDIA WHO ARE MOVING OR PLANNING TO MOVE TO CHANGI BUSINESS PARK IN SINGAPORE FOR WORK.

CONTENTS:

1. INTRODUCTION TO BUSINESS PROBLEM.
2. DATA COLLECTION.
3. METHODOLOGY TO SOLVE THE PROBLEM.
4. OBSERVATIONS.
5. DISCUSSION.
6. CONCLUSION.

INTRODUCTION AND BUSINESS PROBLEM STATEMENT

1. Changi Business Park (CBP) in Singapore is one of the main business hubs.
2. CBP comprises a mix of high technology business, data and Software enterprises, research and development and knowledge intensive facilities.
3. Lot of people from other parts of the world migrate to this area with relation to their business and jobs.
4. Lot of people from India also move to this area.
5. One of the concern is to identify the places where Indian food and other amenities are easily available.
6. Location should be nearby to work area so that they can commute easily.
7. This project is targeted to address these issues.

DATA COLLECTION : REQUIREMENT AND SOURCE

1. Required data should be sufficient to address the below.
 - (a) Information about the nearby venues and their location.
 - (b) Information on the transport facilities.
 - (c) Information on rental availability and costs of various Neighbourhoods in Singapore.

2. Data Source:

Most of the cases legitimate wellknown sources are used to collect the required data. Like :

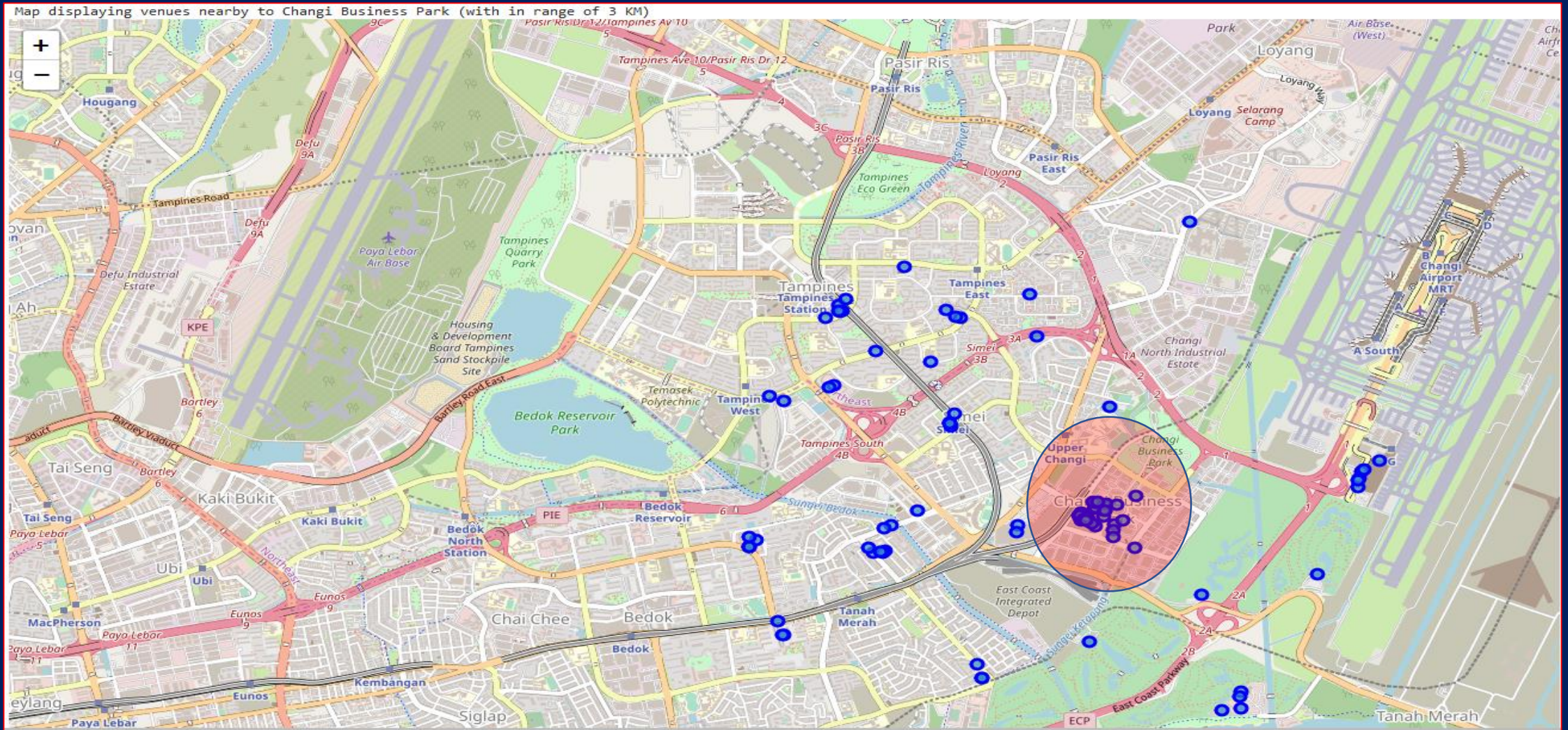
- (a) Wikipedia Pages.
- (b) Singapore Government Sites.
- (c) Singapore Postal sites.

METHODOLOGY

1. RELEVANT INFORMATION IS PRESENTED ON SINGAPORE MAPS.
2. INFORMATION IS CLUSTERED TO EASILY DIFFERENTIATE THE SIMILARITY OF VENUES AND RENTAL PLACES.
3. SOLUTION IS DESIGNED IN A WAY THAT USER NEED NOT TO BROWSE THROUGH ONE MAP TO ANOTHER.
4. RELEVANT INFORMATION IS DISPLAYED THROUGH POP-UPS .

OBSERVATIONS:

Exploring the nearby area of CBP: Below Map shows the avenues within 3 KM of Changi Business Park, We can see there are lot of avenues within CBP.

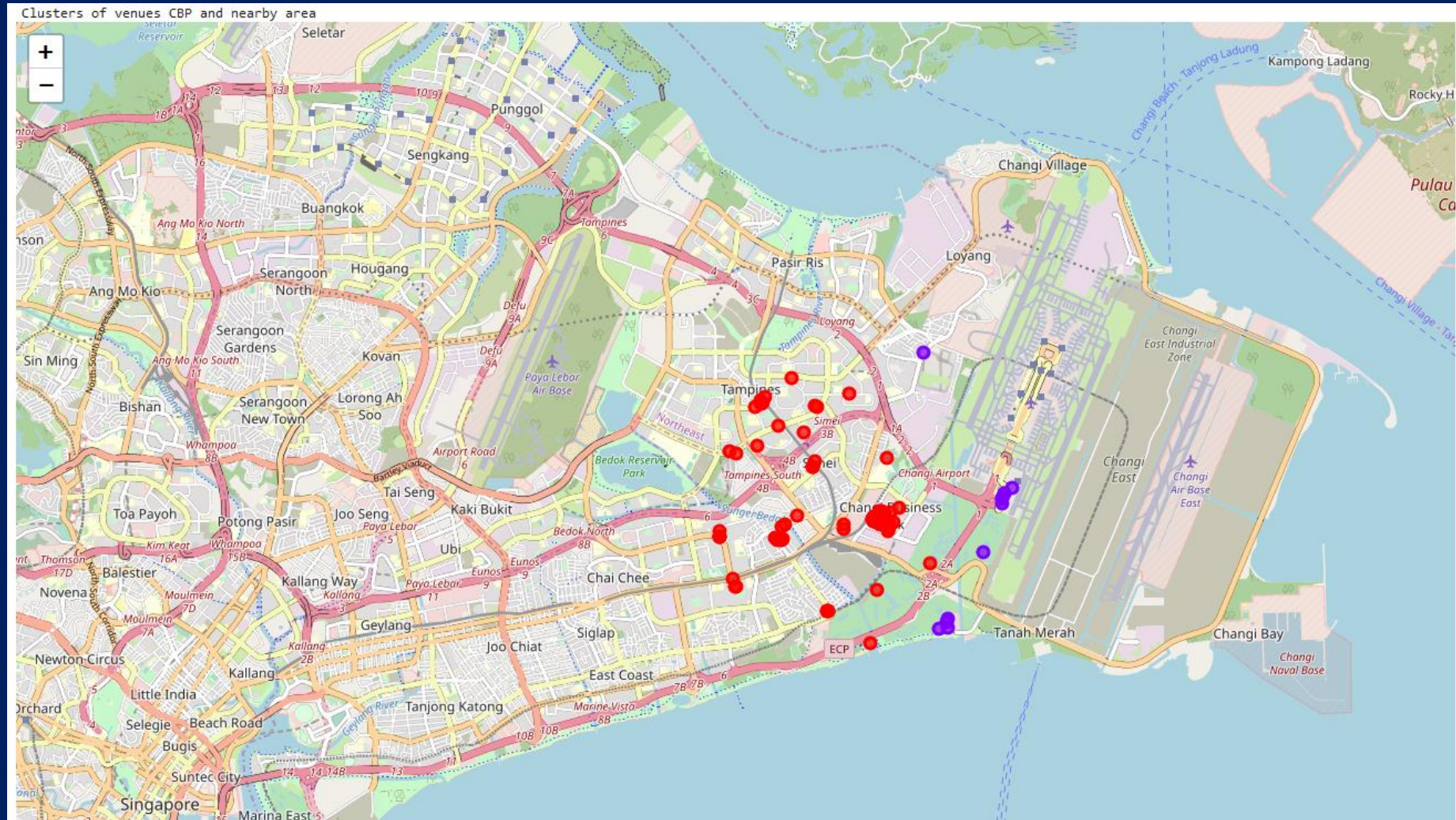


OBSERVATIONS:

Clustering : There are two clusters divided as per selection criteria, the area with blue dots doesn't fit to the selection criteria.

Selection Criteria.

1. Indian Restaurants
2. Breakfast Spot
3. Café/Coffee Shop
4. Discount Store
5. Food Court
6. Ice Cream Shop
7. Malay Restaurant
8. Shopping Mall
9. Supermarket

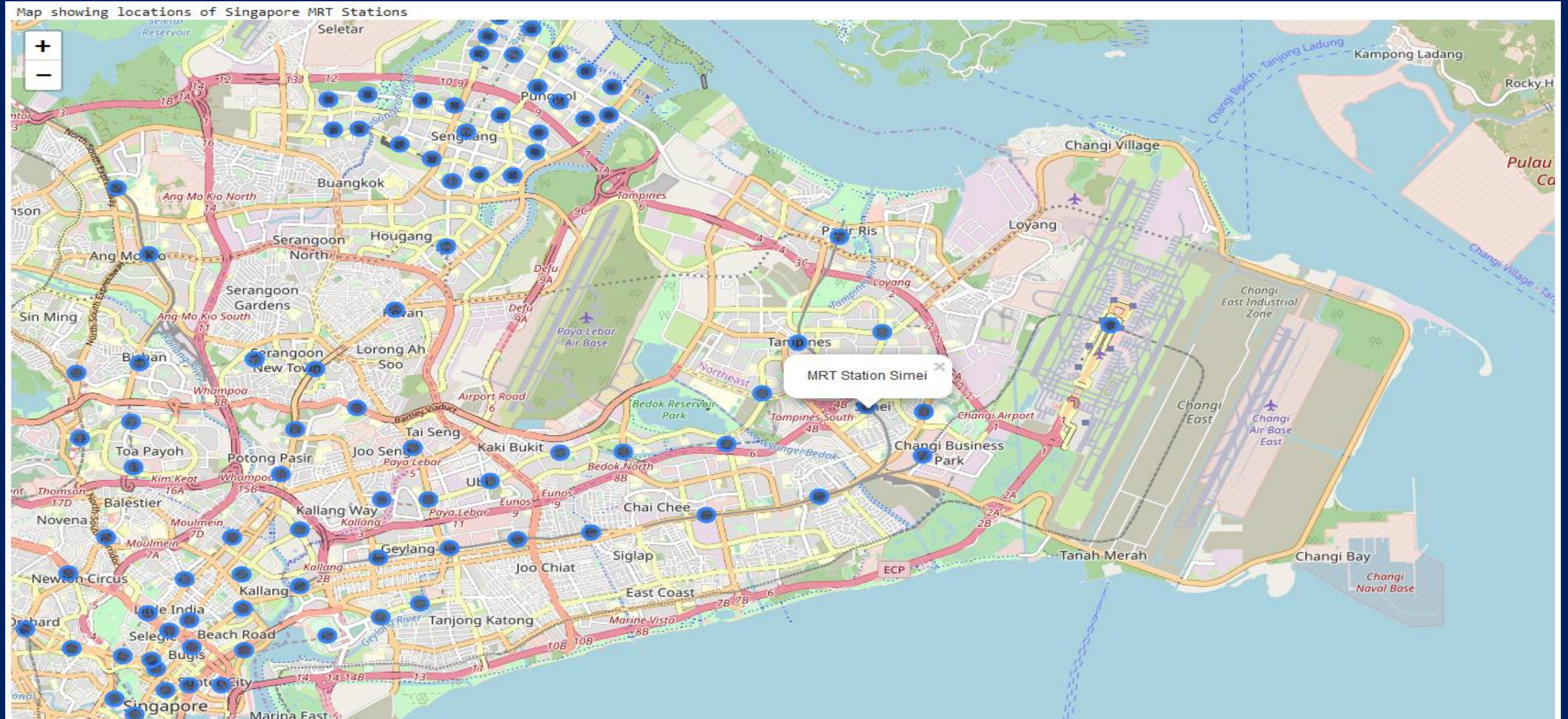


Locations of various MRT Stations



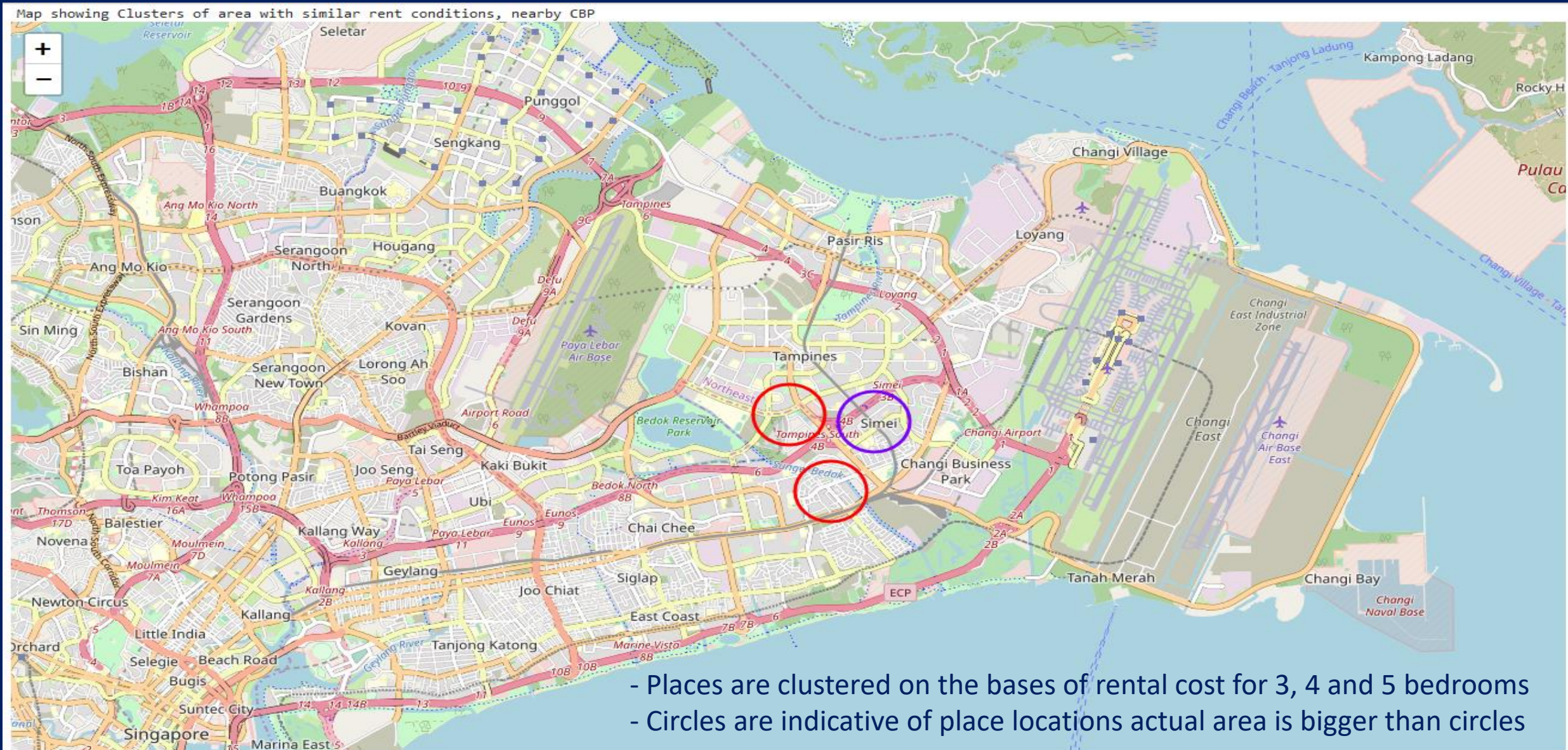
OBSERVATIONS:

Locations of various MRT Stations



OBSERVATIONS:

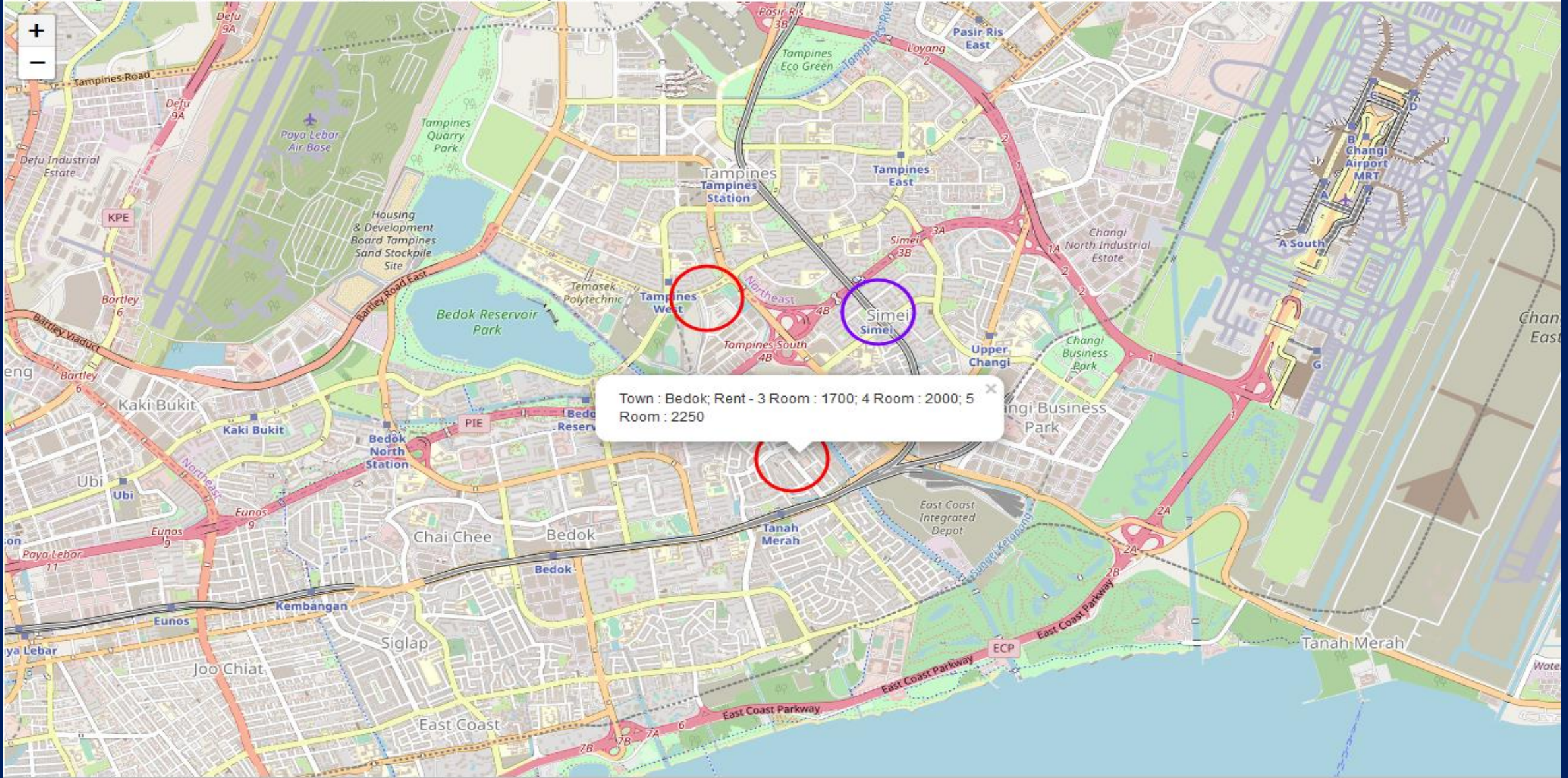
Clustered : Rental places (There are three location highlighted)



OBSERVATIONS:

Average Rent : Bedok

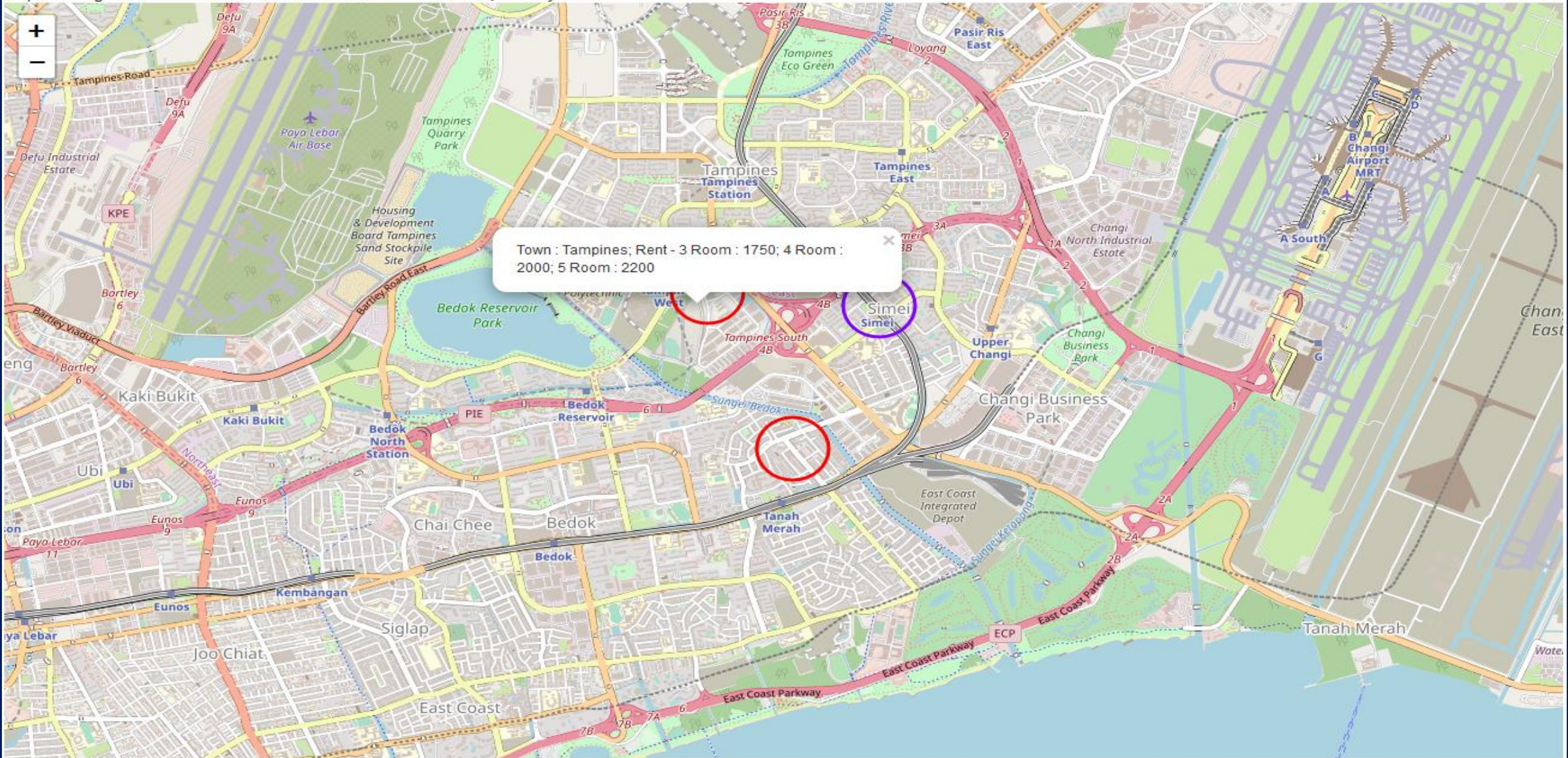
Map showing Clusters of area with similar rent conditions, nearby CBP



OBSERVATIONS:

Average Rent : Tampines

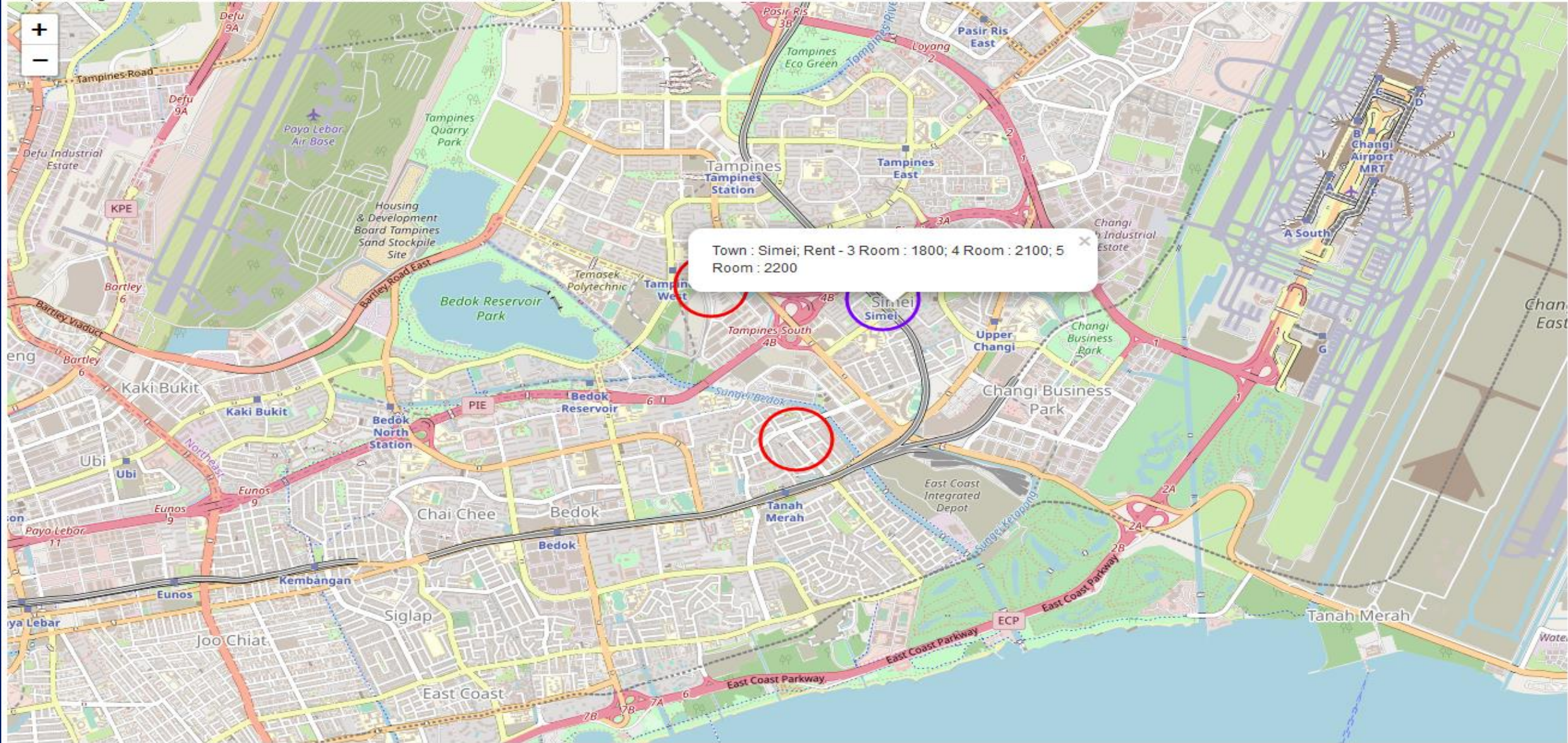
Map showing Clusters of area with similar rent conditions, nearby CBP



OBSERVATIONS:

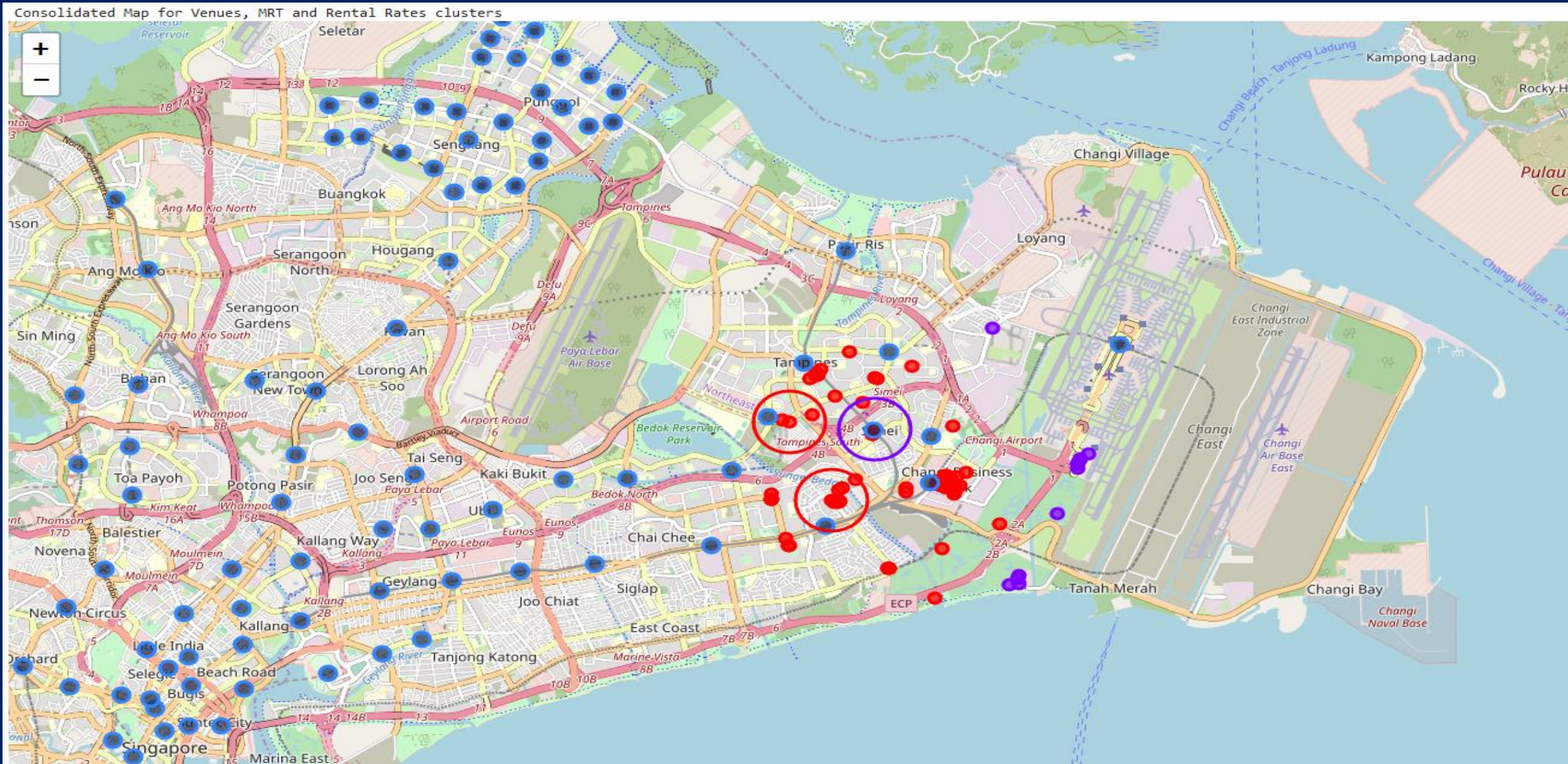
Average Rent : Simei

Map showing Clusters of area with similar rent conditions, nearby CBP



OBSERVATIONS:

Below is consolidated Map, which highlights all information which we may use for selection of location

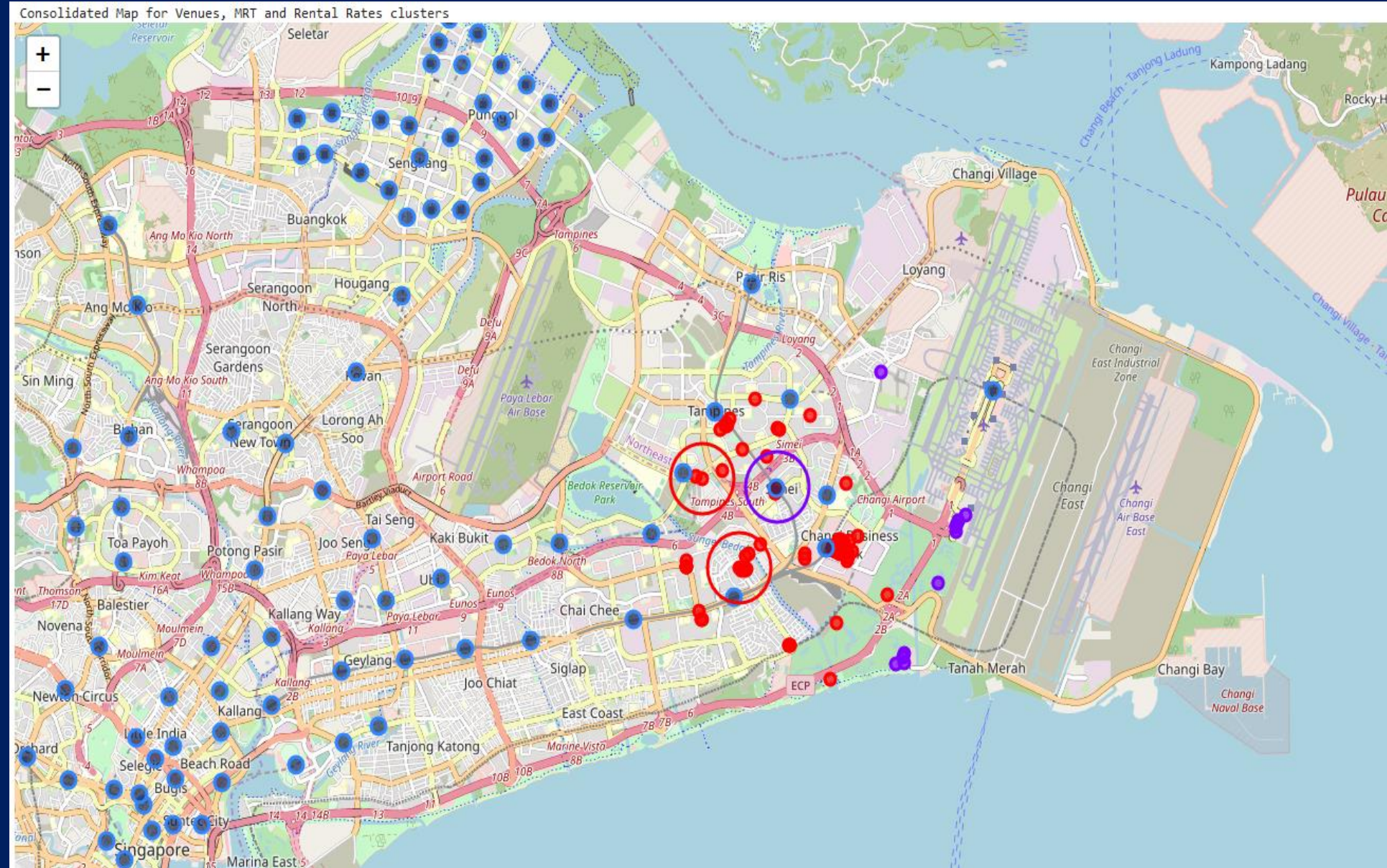


OBSERVATIONS:

Below is consolidated Map, which highlights all information which we may use for selection of location

We can observe that:

1. Venues are clustered in Red near Simei, Tampines and Bedok
2. All the three places have nearby MRT stations
3. Rents are similar in Bedok and Tampines compared to Simei, Though Simei is also not very high.
4. More Venues are clustered near Tampines than Bedok.



Discussion:

1. Bedok, Simei, Tampinese and Loyang Changi are the nearby places to Changi Business Park.
2. Whereas Loyang Changi is more suitable area for tourists and visitor for availability of mostly resort and other similar places, Bedok, Tampines and Simei are more suitable for residential purposes.
3. Both Bedok and Tampines area meets the selection preferences.
4. CBP Neighbourhood has good connectivity to nearby places through MRT and all the three point of interest have nearby MRT stations.
5. There is not much difference of Rent Rates in various residential areas nearby to CBP, however Bedok and Tampines are cheaper when compared to Simei.
6. Bedok is a big area and only Partially covered under 3 KM range

Conclusion:

From the discussions in previous slides we can conclude that Tampines is the most suitable place to stay for people of India working in Changi Business Park, for below reason.

1. Availability of Indian Food and other amenities
2. Nearby MRT Stations.
3. Affordable Rent

Thank you