Introduction

My idea is less of business problem and more of social issue. The issue concerns my current city Lahore which is second largest city of Pakistan and 24th largest city in world according to population. The current population stands around 11 million people in the metropolitan. Due to high density of city, it is face with sewer health problems. One of the major health issues is low quality of air due to excessive air pollution. According to IQAir AirVisual's 2018 World Air Quality Report, Lahore ranks at 10th most polluted city in the world with an average air quality index of 114.9. As a result of high pollution, citizen face many health problems. During the winter season, level of smog is so intense that visibility almost drops to zero. For those who are not familiar with the term smog; it is a fog made heavier and darker by smoke and chemical fumes. It is a mixture of smoke, gases, and chemicals that makes the atmosphere difficult to breathe and harmful for health.

For this project I will analyze the population density of Lahore neighborhoods. I will also incorporate fuel station in my analysis, which will give us better idea of areas where traffic flow is high thus resulting in pollution. It is assumed that in areas where there is fuel station, traffic flow will be high in those areas. Then I will compare population density and fuel station locations against forestation in the city, which will identify which areas of city need more forestation to reduce impact of pollution.

The concerned stakeholders for this analysis would be general public, as they need to be aware for of need for forestation, a task to which every individual can easily contribute. Moreover, most important stakeholders would be government as it is responsible for well being of citizen. Moreover, fuel station companies are also targeted stakeholders, as they need to take responsibility for harmful effects their products are causing to general public.

DATA

I will be using population census data to determine the population density of each neighborhood in the city. Moreover, I will use Foursquare location data to identify location of fuel stations in the city.