



MAIN TOPICS

Purpose

Introduction

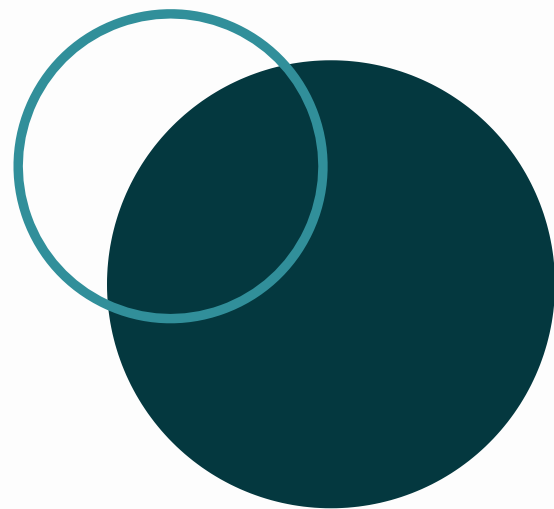
Data Acquisition

Methodology

Segmenting And Clustering Towns in Singapore

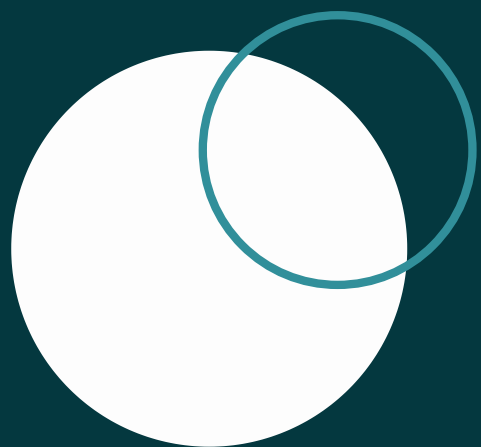
Discussion

Conclusion



PURPOSE

Singapore is a small country and one of the most visited countries in Asia. There are a lot of websites where travelers can check and retrieve recommendations of places to stay or visit. However, most of these websites provides recommendation simply based on usual tourist attractions or key residential areas that are mostly expensive or already known for travelers based on certain keywords like "Hotel", or "Backpackers" etc. The intention on this project is to collect and provide a data driven recommendation that can supplement the recommendation with statistical data. The recommendation should not only present the most viable option, but also present a comparison table of all possible town venues.

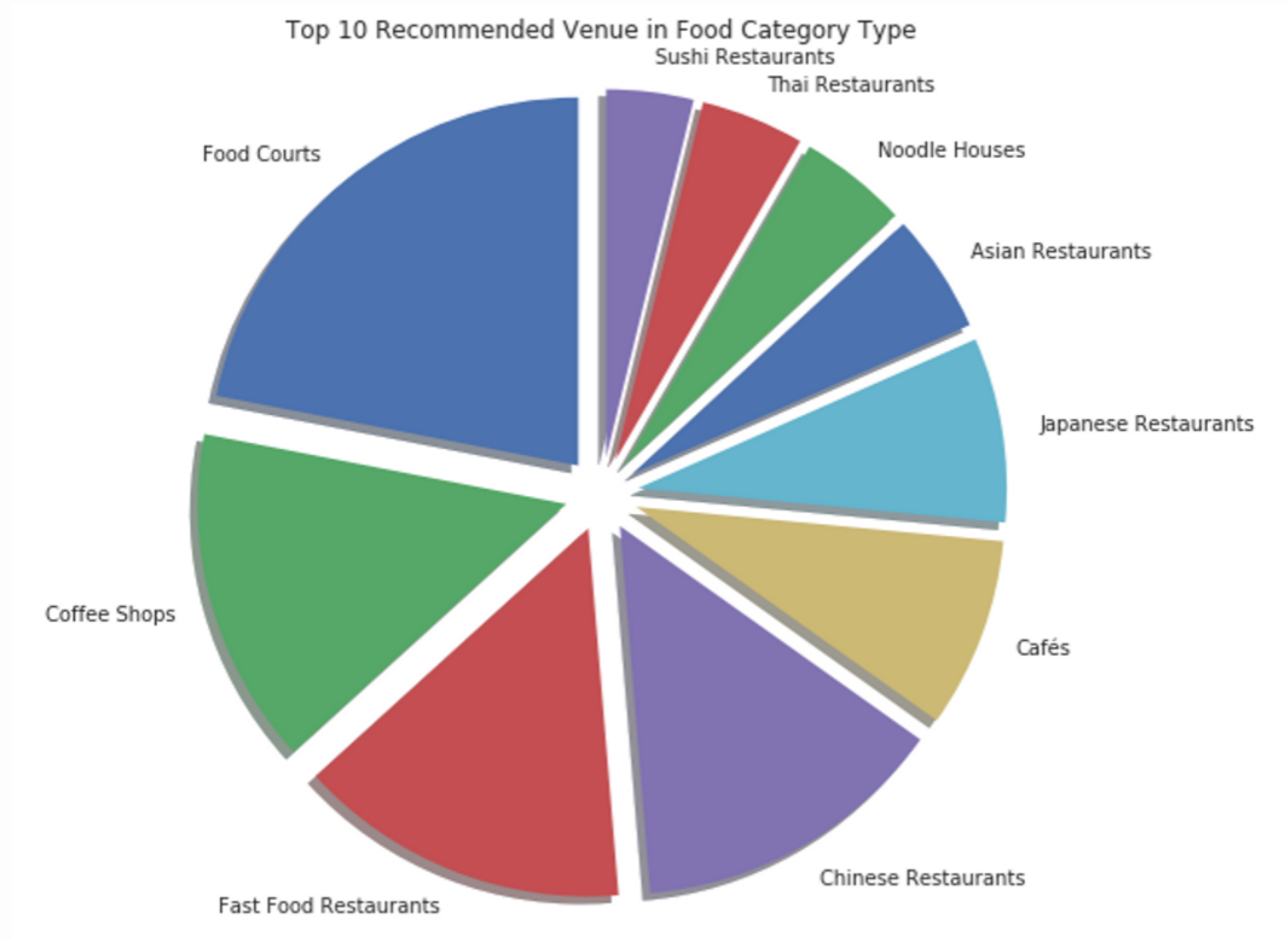




DATA ACQUISITION AND CLEANING

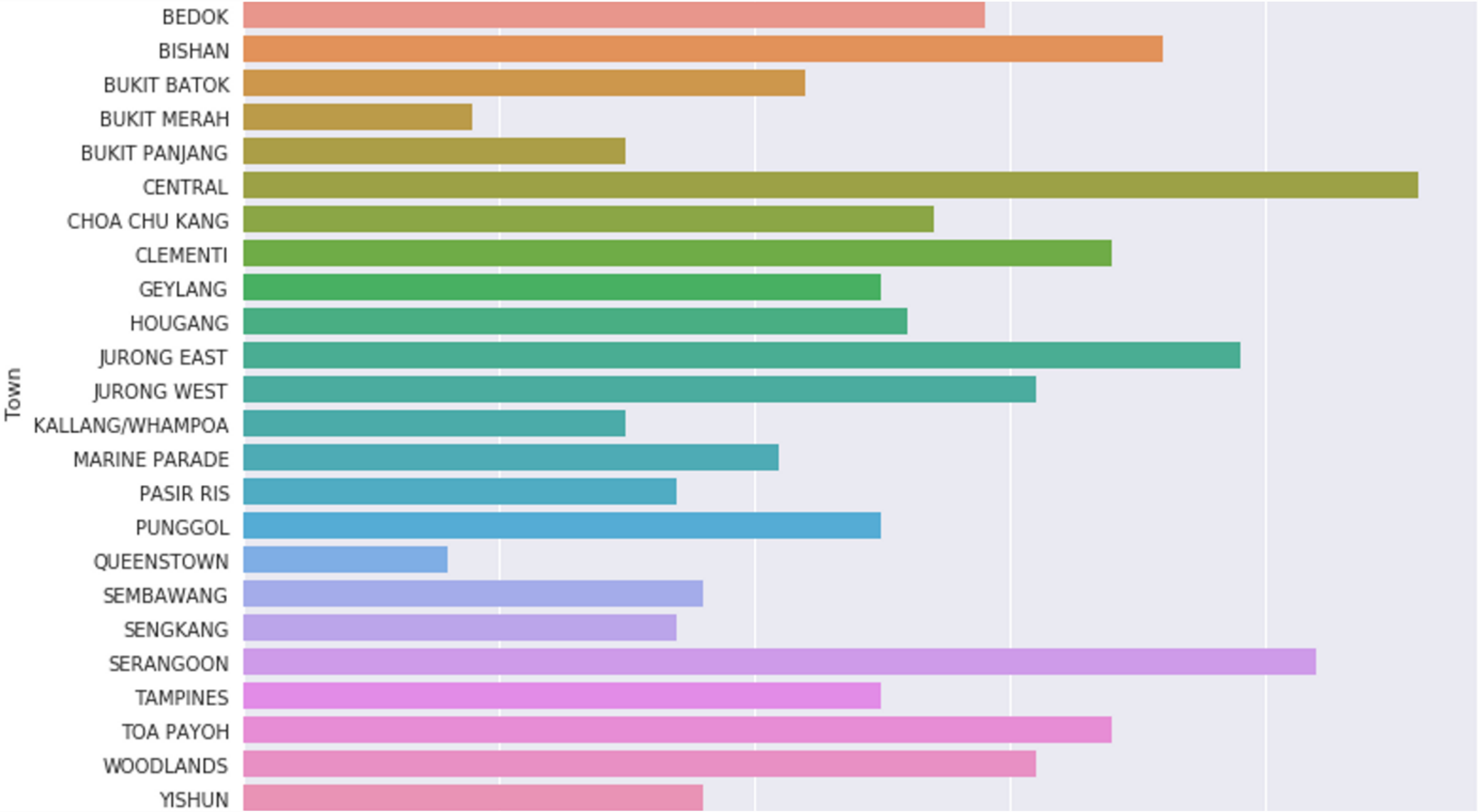
- Data will be retrieved from Singapore open dataset from median rent by town and flat type from <https://data.gov.sg> website.
- Singapore Top Venue Recommendations from FourSquare API
- Singapore Towns location data retrieved using Google maps API.

What are the top 20 most common venue types?



What are the top 20 venues given with highest score rating?

Classification Model



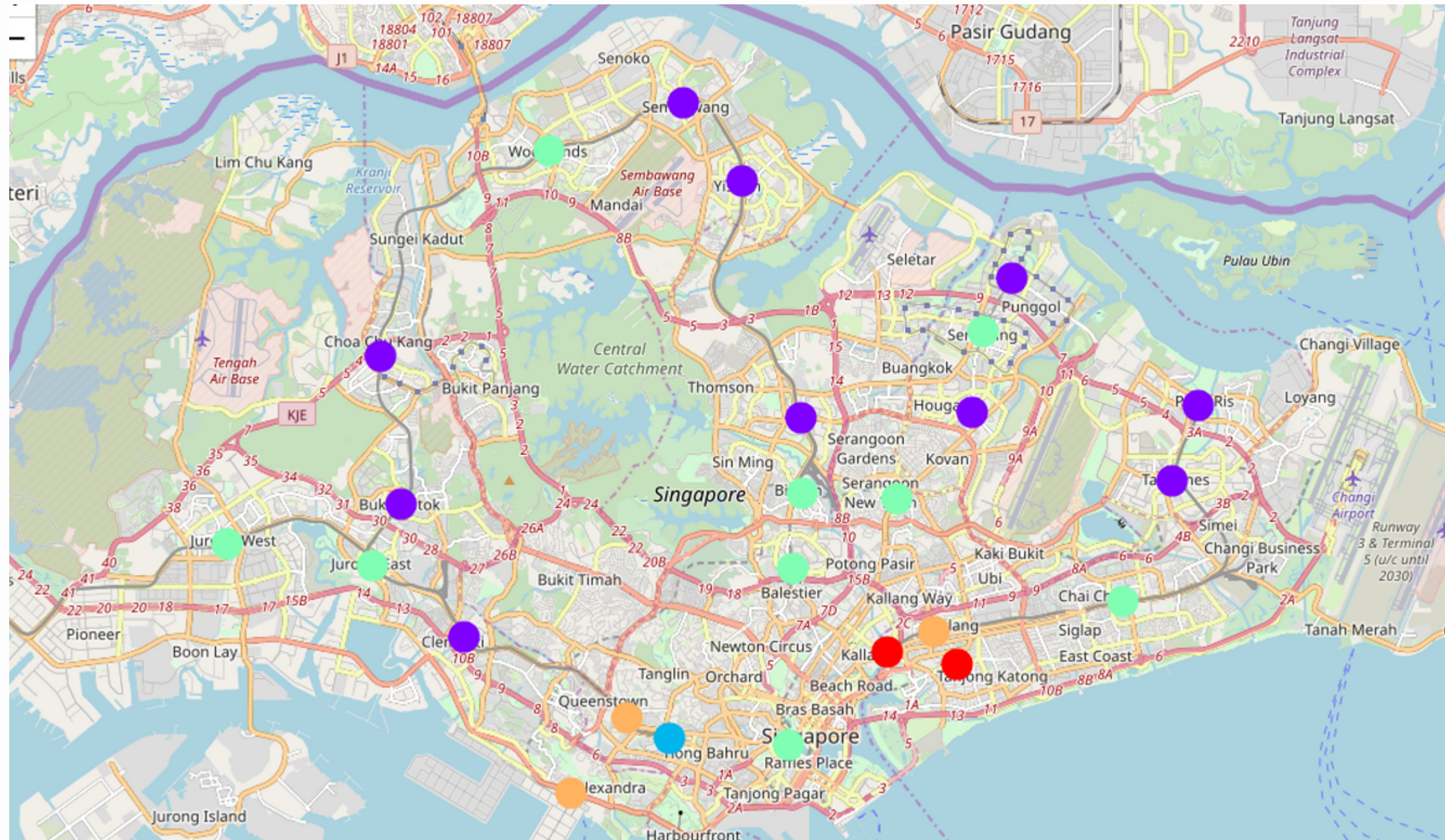


CLUSTERING MODEL

K-MEANS CLUSTERING



Results



CONCLUSION

The generated clusters from our results shows that there are very good and interesting places located in areas where the median rents are cheaper. This kind of results may be very interesting for travelers who are also on budget constraints. Our results also yielded some interesting findings. For instance, The initial assumption among websites providing recommendations is that the Central Area that have the highest median rent also have better food venues. The results however shows that while Marine Parade, a cheaper location has better rated food courts. Result shows that most popular food venue among Singaporeans, residents and visitors are Food Courts, Coffee Shops and Fast Food Restaurants. The highest rated Food Courts are located in Marine Parade, and in Central Area.





THANKS!!!