

# Pune City Business Opportunities

An Analysis

# Business opportunities in an upcoming city

- Pune has been ranked as the eighth most populous city in [India](#)
- estimated population of about 7.2 million as of 2019
- Pune forms the urban core of the eponymous [Pune Metropolitan Region](#) (PMR).
- Pune is also known as the "Oxford of the East" due to the presence of several well-known educational institutions
- Research institutes of [information technology](#), education, management and training attract students and professionals from [India](#) and overseas

How is the entire city structured with regard to infrastructure, strategic locations, population?

Which are the highly dense & well-developed areas that can be picked up for consideration

Which are the areas in Pune that provide the highest business opportunities? And for what kind of business.

**Pune has emerged as a major educational hub in recent decades, with nearly half of the total international students in the country studying in Pune.**



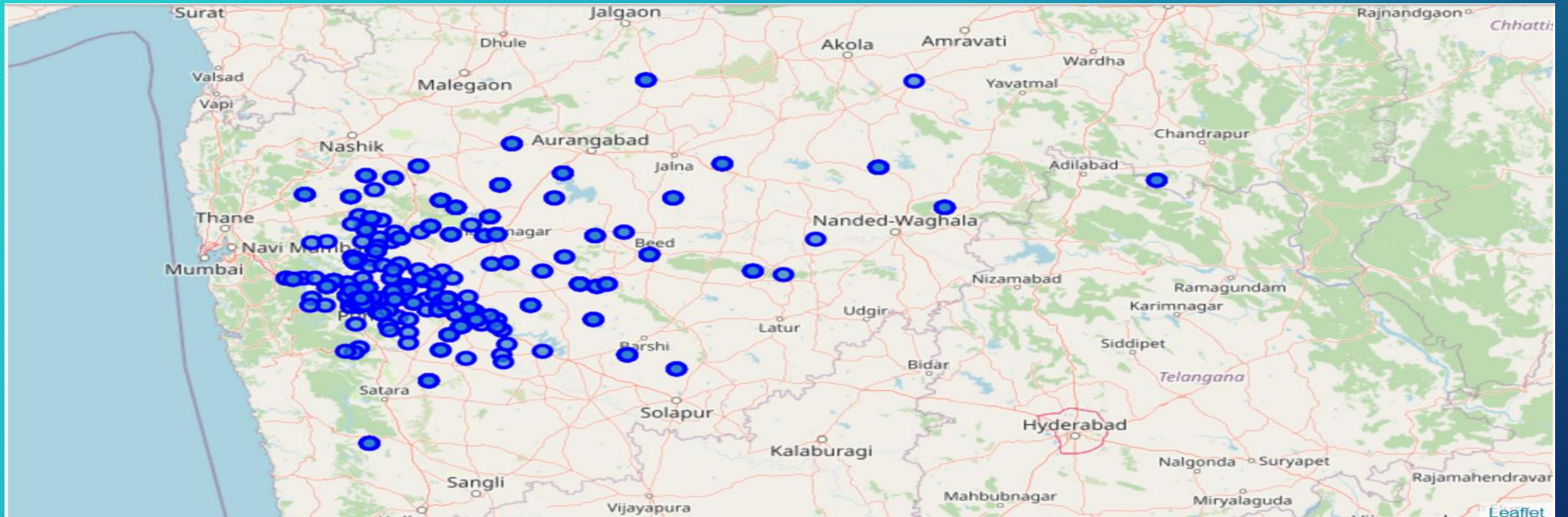
# Data acquisition & cleaning

Multiple sources were leveraged:

- **Opendatasoft** API (<https://public.opendatasoft.com/explore/?sort=modified&q=pune>), Pune city data, along with neighbourhoods was retrieved. Following features were available to form the city map.
- **Foursquare's** explore API (<https://api.foursquare.com/v2/venues>) (which gives venues recommendations) was leveraged. With Pune as the center, and a radius of 500 m to scout around
- The dataset came with a set of 791 rows and 13 features spanning out across all locations within Maharashtra (depicted below).
- An initial scan of missing values carried out, and the base data was cleaned up.
- The next step involved eliminating the unwanted features and renaming columns to meaningful names
- Final dataset contained 110 rows with 9 features



# Filtering the dataset to significant areas around the city

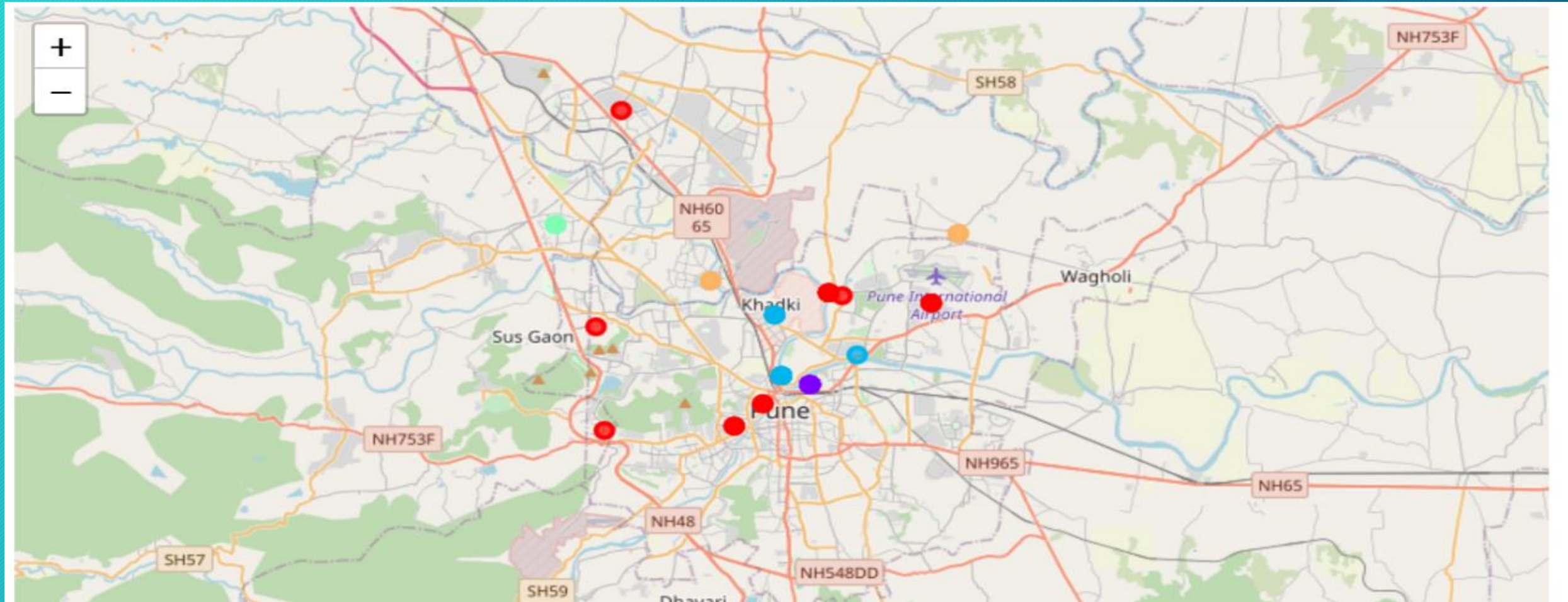


# Categorizing the dataset to derive a deeper look into businesses

	PostalCode	Place	Neighborhoods	1st Most Common Venue	2nd Most Common Venue	3rd Most Common Venue	4th Most Common Venue	5th Most Common Venue	6th Most Common Venue	7th Most Common Venue	8th Most Common Venue	9th Most Common Venue
0	411001	C D A (O)	Pune City	Intersection	IT Services	Snack Place	Motorcycle Shop	Department Store	Electronics Store	Hotel Bar	Hotel	Gym / Fitness Center
1	411001	Dr.B.A. Chowk	Pune City	Intersection	IT Services	Snack Place	Motorcycle Shop	Department Store	Electronics Store	Hotel Bar	Hotel	Gym / Fitness Center
2	411001	Ghorpuri Bazar	Pune City	Intersection	IT Services	Snack Place	Motorcycle Shop	Department Store	Electronics Store	Hotel Bar	Hotel	Gym / Fitness Center
3	411001	N.W. College	Pune City	Intersection	IT Services	Snack Place	Motorcycle Shop	Department Store	Electronics Store	Hotel Bar	Hotel	Gym / Fitness Center
4	411001	Pune Cantt East	Pune City	Intersection	IT Services	Snack Place	Motorcycle Shop	Department Store	Electronics Store	Hotel Bar	Hotel	Gym / Fitness Center

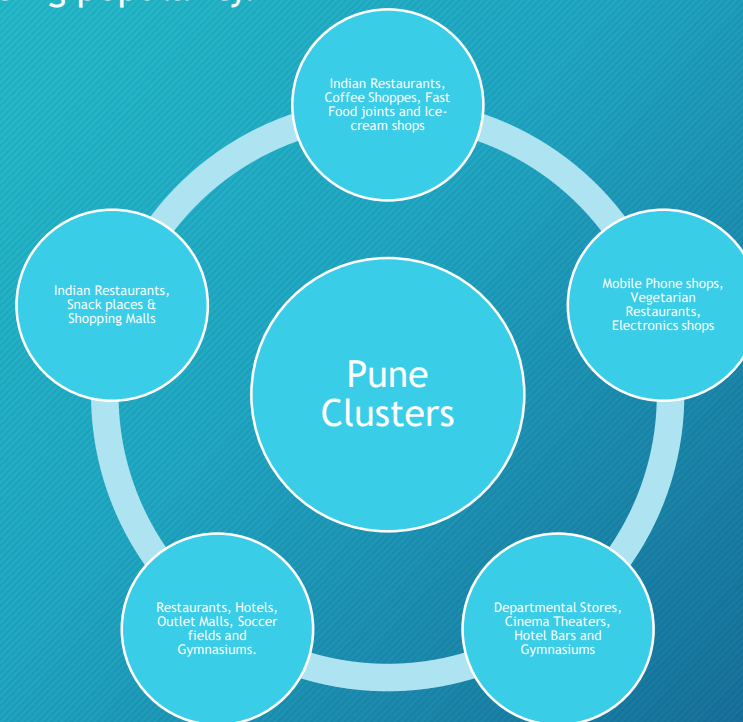


# Clustering datapoints and reviewing on a map



# Conclusion & Future directions

Based on location & clustering by venue/category - we have clustered our 110 locations into 5 different clusters. Each cluster is found to have it's own significance based on the businesses corresponding popularity.



A sizeable chunk of the business in Pune city is controlled by the Food & Beverages industry. Nearly 60% of all the businesses deal with cuisine of various kinds

**An obvious and foregone conclusion towards Food & Beverage as a successful industry based on underlying datapoints and subsequent analysis is most certain.**





Thanks!