

Business Recommendations in Dhaka based on foursquare data

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Introduction to business problem: I live in Dhaka, Bangladesh. Dhaka is the capital and largest city in Bangladesh. As well as it is the ninth largest and the sixth-most densely population city in the world, as of 2011. In addition, it is the financial, commercial capital of Bangladesh. In this project, I will recommend those investor or stackholders they want to invest in Dhaka but they don't know which types of business should be start or which types of business return most value.

Data: My business recommendation is based on foursquare location data. So, At fast I will extract geographical coordinates of Dhaka using python package and then create a foursquare url using my foursquare client_id, client_secret.. etc. Finally, extract the required data as json format. And Now we will extract required features such as venue_name, venue_category, venue_crossStreet, venue distance from the center point of Dhaka city, venue longitude, venue latitude and these features will used to complete the project.

Methodology: After extracting required data from foursquare as json format. Now, we have to simplify the structure of data and we got a simple format of that data for our analysis make easy. For simplification attempt, at fast we will brow a function that was created in foursquare lab to extract the category of the different venue in the Dhaka.

Analysis: Now, the data is extracted and prepared. So, it is the time to analyze the data. Remember before analysis, we have to check is there or how many null values exists in our dataframe. We have seen lot of null values exist in our data. Also, we seen that all null values in address, crossStreet and distance columns. Since, Null values affect significantly in the whole analysis and we ensure that these features are not important for our analysis. So, Dropped those columns contain null values.

Results and Discussion: From final dataframe, we clearly seen food business is popular in Dhaka city. Most visited venues are food venues in order cafe, normal restaurant, coffee shop etc. explicitly restaurant business in more popular in Dhaka city because we have seen 7 normal restaurant as well as different country's special restaurant such as Asian, Indian, Italian, Mexican, Portuguese and so on... as well as The Night Club is also popular in Dhaka City. So, I will recommend investor or

stackholders to open a restaurant (special type of or others) if he interested in food business or Night club. Cause We seen that these two types of business return more value of investment.

Conclusion: Purpose of this project was recommendation to investor or stackholders to start a business in Dhaka city using foursquare data and required analysis. So, I have tried my best to find optimal business through data analysis to potential investor who has interested to start a business in Dhaka and I hope, Potential investor would get a direction to choose a right business which more return their investment and eventually they will be benefited.