

# Battle of neighbourhood

Understanding the Profile of areas in Singapore

# Introduction

- Capitalising on its melting pot of cultures, Singapore is fast becoming one of Asia's hit-list destinations. It attracts 17.4 million tourists every year. Apart from nice locations to see, it is considered as an island for feasting and Shopping.
- The "Fishtail" company is launching a travel club which will be targeting affluent visitors coming to Singapore. The key motivation for these shoppers are mainly in exploring the food, pubs, nightlife as well shopping for high end branded items. They have tied up with hotels in 3 areas of Singapore - Raffles, Orchard and Marina Bay Sands. They would want to set up a system where their members wanting to make booking can look at the profile of the vicinity and then decide where would they want to stay.

# Objective

- The aim of the study is two fold
  1. To study the details of these 3 areas using Foursquare data and understand the profile of these areas. The aim of this project is to come up with the profiling based on the most common places captured from Foursquare. These venue profile information will be used then to integarte into the "Fishtail" website.
  2. To understand the how hetergenous are the various areas and whether there are other areas that "Fishtail" can focus in future.

# Data Set

- To be able to do the above analysis following data sets has been used.
  1. The main longitude and latitude data for these areas has been acquired from Wikipedia.
  2. Additionally, venue data has been acquired from foursquare API to understand the profile of different areas.

# Result - Profile of the venues

	First	Second	Third
Eunos	Asian Restaurant	Fast Food Restaurant	Noodle House
Pasir Panjang	BBQ Joint	Residential Building (Apartment / Condo)	Bus Line
Kranji	Bus Line	Racetrack	Café
Changi	Bus Station	Airport Terminal	Road
Upper Bukit Timah	Bus Station	Gym	Convenience Store
Raffles	Café	Chinese Restaurant	Japanese Restaurant
Bedok	Café	Coffee Shop	Food Court
Anson	Café	Japanese Restaurant	Coffee Shop
Serangoon	Chinese Restaurant	Asian Restaurant	Food
Punggol	Chinese Restaurant	Dessert Shop	Noodle House
Upper Thompson	Chinese Restaurant	Food Court	Bakery
Yishun	Chinese Restaurant	Supermarket	Bubble Tea Shop
Katong	Chinese Restaurant	Yoga Studio	Theme Park
Novena	Coffee Shop	Café	Chinese Restaurant

	First	Second	Third
Bishan	Coffee Shop	Dessert Shop	Food Court
Tampines	Coffee Shop	Dumpling Restaurant	Sandwich Place
Bukit Timah	Food	Tennis Court	Snack Place
Queenstown	Food Court	Coffee Shop	Sandwich Place
Bradell	Food Court	Seafood Restaurant	Coffee Shop
Marina Bay Sands	Hotel	Boutique	Garden
Orchard	Hotel	Chinese Restaurant	Japanese Restaurant
Harbour Front	Hotel	Performing Arts Venue	Coffee Shop
Little India	Indian Restaurant	Vegetarian / Vegan Restaurant	Hostel
Jurong	Japanese Restaurant	Chinese Restaurant	Shopping Mall
High Street	Japanese Restaurant	Cocktail Bar	Coffee Shop
Seletar	Other Repair Shop	Food & Drink Shop	Chinese Restaurant
Golden Mile	Thai Restaurant	BBQ Joint	Coffee Shop
Dairy Farm	Trail	Pool	Rest Area

# Observations and Conclusions

- Based on cluster analysis by using Foursquare venue data we see the various locations are very homogenous in terms of presence of Eating & Dining (E&B) venues. Except few areas like Dairy Farm, Seletar seems to be less dominated by E&B.
- However, looking at the top venues in each area and profile we can see clear trend of domination of high end malls in the 2 areas - Raffles, Marina Bay Sands, whereas Marina Bay and Orchard more popular for yoga studio, pubs/bars and international cuisine restaurants. This information can be integarted in the "Fishtail" booking site to be able to guide their customers on choice of location for stay.