BEST INDIAN CITY FOR CLUBBING

INTRODUCTION/BUSINESS PROBLEM:

Clubbing (also known as club culture, related to raving) is the custom of visiting and gathering socially at nightclubs (discotheques, discos or just clubs) and festivals. That includes socializing, listening to music, dancing, drinking alcohol and sometimes using recreational drugs. In most cases it is done to hear new music on larger, high-end audio systems than one would usually have in their home, or for socializing and meeting new people. Clubbing and raves have historically referred to grass-roots organized, anti-establishment and unlicensed all night dance parties, typically featuring electronically produced dance music, such as techno, house, trance and drum and bass.

Our goal is to find the city which is best for clubbing amongst
MUMBAI,DELHI,BANGALORE,HYDEREBAD,CHENNAI,KOLKATA

DATA SECTION:

I have chosen these cities because they are most populated, education, economic power and being metropolitan. Out of the cities we will choose one. Foursquare API will help us gather data.

Data will consist of all the pubs in the city and we will cluster them and find which city is the best for clubbing.

METHODOLOGY:

Our goal for this project is to search high dense city of PUBS for clubbing. For this I have used Foursquare API through the venues channel. I used the near query to get venues in the cities. Also I have use CategoryID to set it to show only Pubs. In my code you will see the format. That 4bf58dd8d48988d11b941735 is the CategoryId of the Pubs.
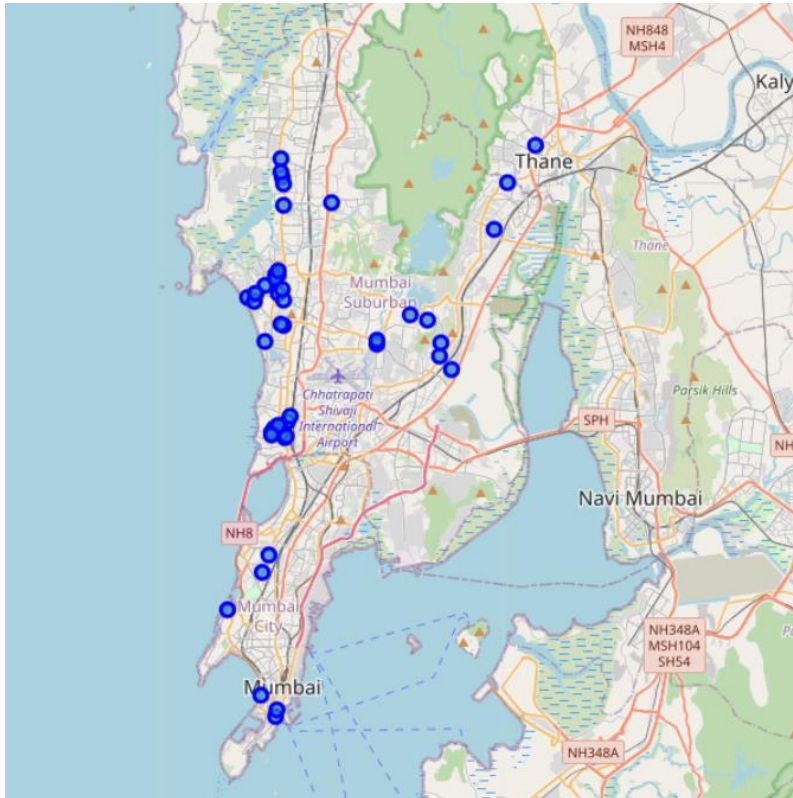
Also, Foursquare limits us to maximum of 100 venues per query. Moreover, I repeated this request for the 6 studied cities and got their top 50 venues as all cities don't have 100 pubs. I saved the name and coordinate data only from the result and plotted them on the map for visual inspection.

Next, to get an indicator of the density of Pubs, I calculated a center coordinate of the venues to get the mean longitude and latitude values. Then I calculated the mean of the Euclidean distance from each venue to the mean coordinates. My indicator was mean distance to the mean coordinate.
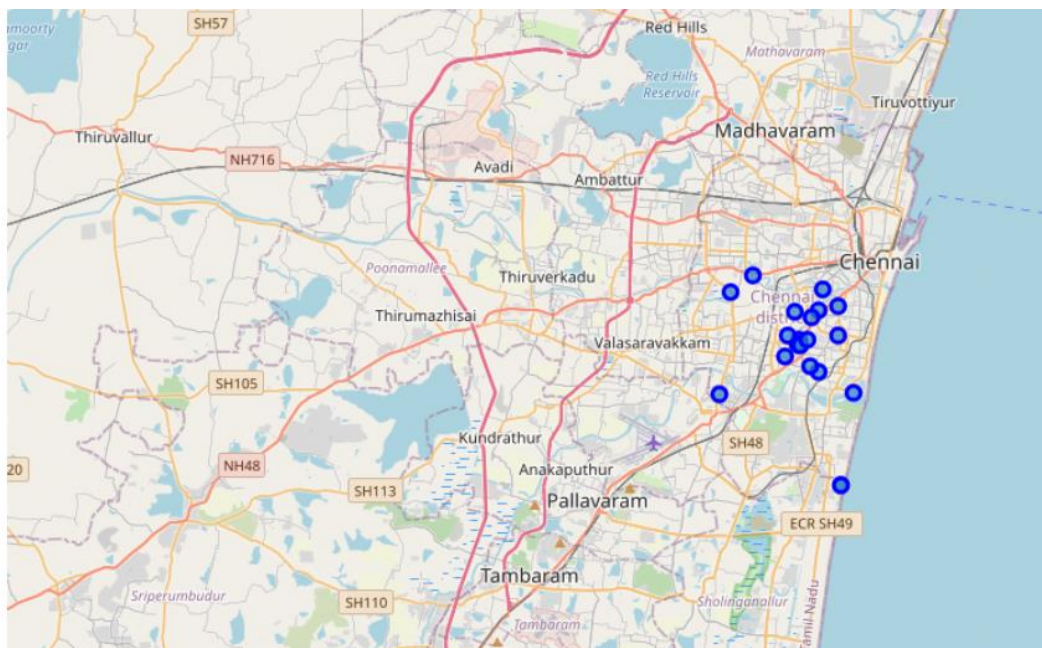
RESULTS:
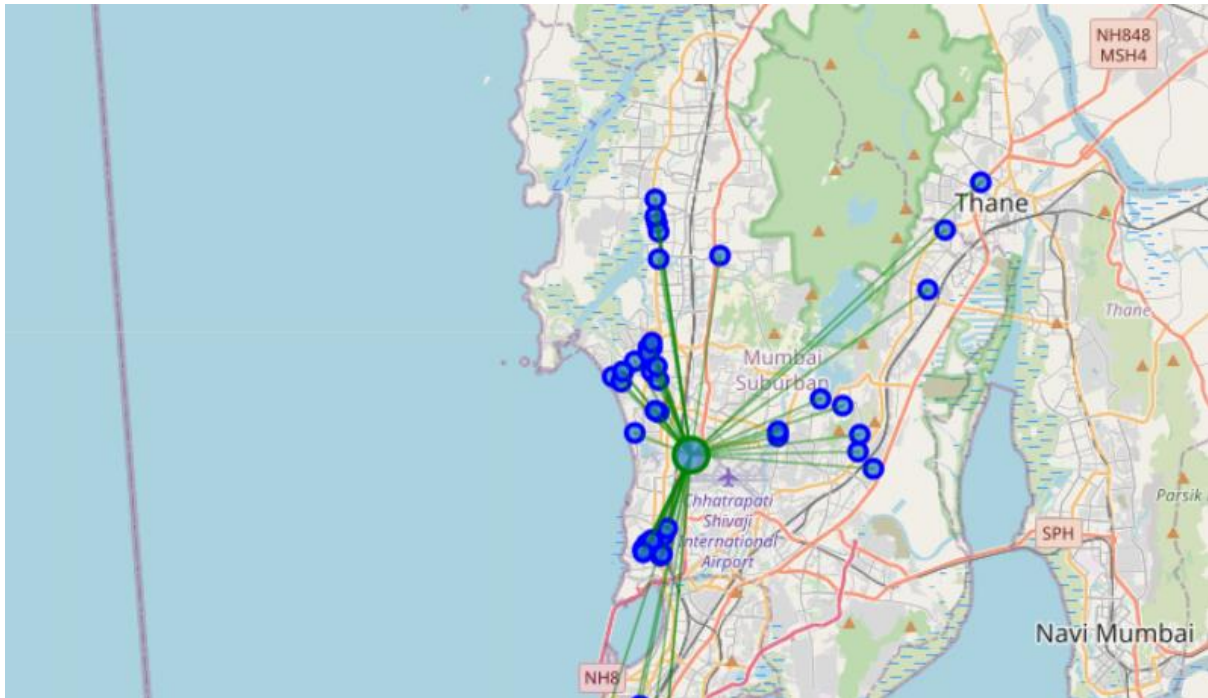
Some of the maps are shown.
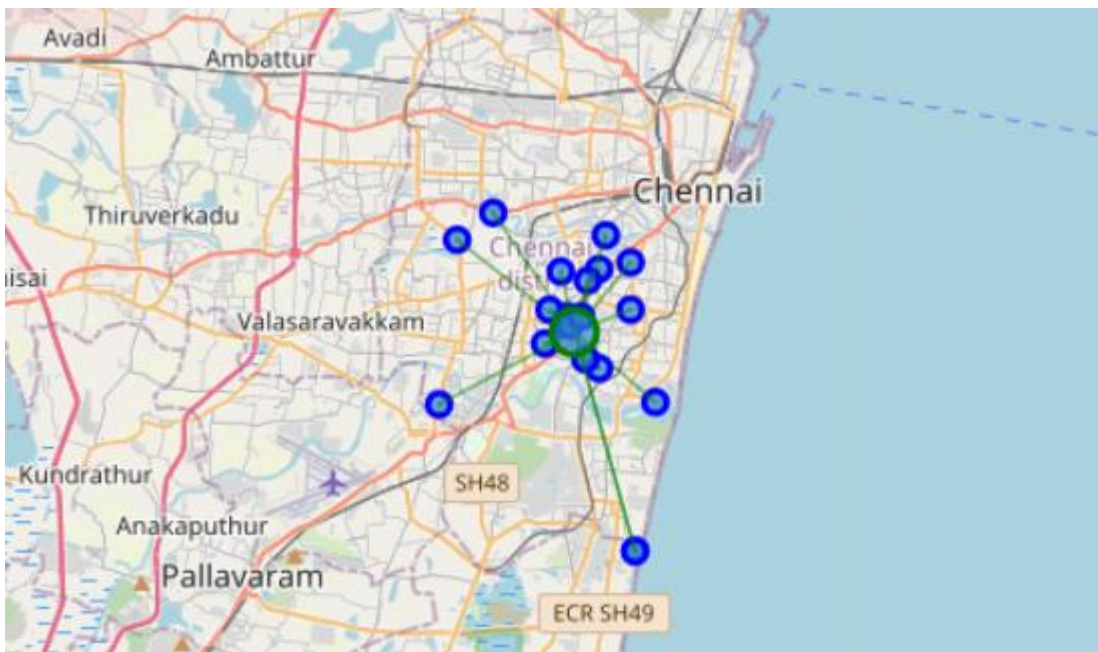
Mumbai

Chennai

After inspection of cluster the mean coordinate clusters are shown below.

Mumbai

Chennai

Mumbai
Mean Distance from Mean coordinates
0.06421550502055165
Bangalore
Mean Distance from Mean coordinates
0.032792551583881585
Delhi
Mean Distance from Mean coordinates
0.051193078255594875
Chennai
Mean Distance from Mean coordinates
0.023503977678797618
Hyderabad
Mean Distance from Mean coordinates
0.030618277446070707
Kolkata
Mean Distance from Mean coordinates
0.029498604021180097

Most dense clubbing city is Chennai followed by Kolkata.

DISCUSSION:

Due to limit of four square API we don't have all pubs and even though we have Chennai as the most dense city, Mumbai can be a better option as it has most pubs and is the financial capital of India.

CONCLUSION:

Clubbing in Chennai will be best and next city is Bangalore where clubbing would be a great as pubs are located in close proximity to each other. I would also recommend you book a hotel near mean coordinate so that you can enjoy the most.