COURSERA CAPSTONE PROJECT

Segmentation and Analysis of neighborhoods in Bangalore

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Introduction
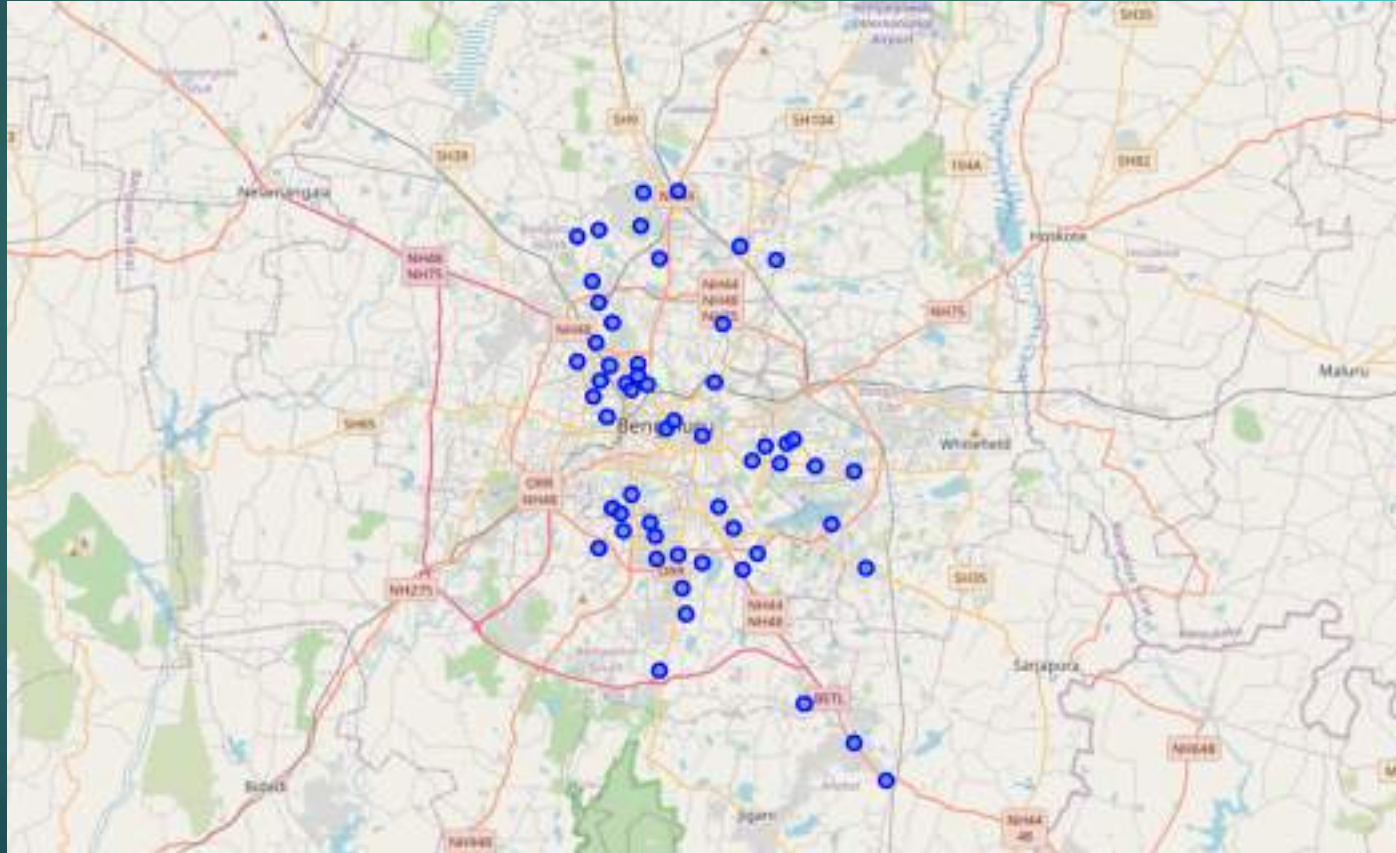
- In this project I will be analyzing the different neighborhoods in Bangalore, KA, India.

- The target audience are the thousands of fresh college graduates who move to Bangalore each year in order to start their professional careers.
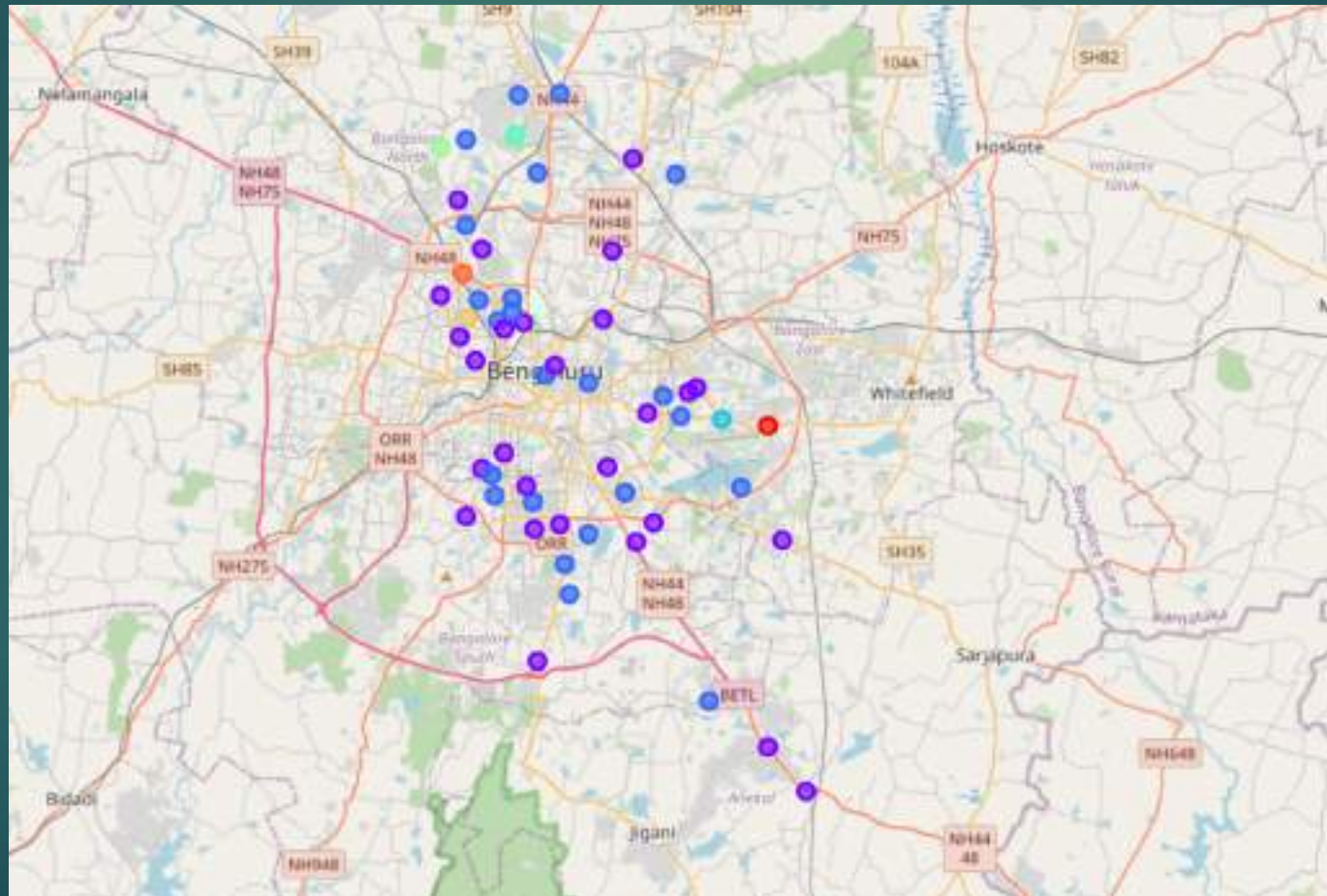
Data Requirements

▶ The dataset for the project has been compiled using a dataset from the government of India and the the Foursquare API.

▶ A dataset for pincodes of Bangalore along with the coordinates of those pincodes was acquired from https://data.gov.in/catalog/all-india-pincode-directory#web_catalog_tabs_block_10.

▶ The dataset was then used to acquire nearby venue data using the Foursquare API.

▶ The data was then used to cluster neighborhoods based on their similarity.

Analysis

Initial visualization of the different neighborhoods in Bangalore

► After performing the the data processing and clustering function with K=8, the following results were obtained.

Conclusion

▶ The project clearly shows the different neighborhoods of Bangalore clustered on the basis of their similarity.

▶ Clustered are formed based on the similarity of venues present in a neighborhood

▶ The findings can be used to make decisions for renting/buying property when planning to move to Bangalore.

▶ Based on the choice of venues, a cluster of neighborhoods can be chosen.