Introduction/ Business Problem

This report is for the final project of the Coursera – IBM Data Science Professional Certification. The certification spans over 9 different courses, hosted on the Coursera platform. The final project requires making use of the Foursquare API for getting important neighborhood data and integrating it with a problem or issue that we intend to solve.

For this project, my main goal is to explore the neighborhoods of London and observe how the average rent for a 2-bedroom apartment varies in accordance with the venues surrounding it in a given range of a kilometer.

As most families look for a 2-bedroom apartment, we are keeping our analysis limited to this size only. When renting an apartment, it is very important to understand the demographics of the neighborhood before doing so. The two factors that are likely to influence their decision the most are:

1. The monthly rent of the apartment.
2. The nearby venues in the apartment.

For our case, the target audience are families looking for renting a 2 bedroom apartment, people willing to put their owned apartments on rents and the real estate organizations who can decide what location to build their apartments around where they can maximize the rents.

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