

Which European Capital for a GetAway?

1. Business Problem

GetAway.com is an online business focused on providing high level weekend trips for busy professionals who want to escape their cities and workloads for the weekend. These trips need to be brief, usually starting Friday night or Saturday afternoon and ending by Sunday night, and directly aimed at the customer interests.

GetAway.com will provide transportation to and accommodation in a city selected based on customer preferences. The customer does not directly select the city, but decides what focus the trip should have, how expensive the location should be, if he likes a populous capital or a less crowded one and the geographical areas they feel most comfortable with.

The customer can provide following parameters:

- Main theme: Food, Nightlife, Freetime and Shopping
- Cost: low, medium, high
- Population: low, medium, high
- Geographic location: south, center-west, center-east, north

Getaway.com is building a network of European capitals and wants to gather data and have a first analysis of those data to be able to further develop their service. The information needed are the following:

- Number of venues for each category that each city has to offer
- Which cities are most suitable for each of the 4 main themes
- the cost of life in a given city
- the population in a given city
- the geographical location of a given city
- a readable dataset that can quickly identify the best match given a set of parameters

The initial analysis should focus on clustering the cities into groups within each of the 4 themes, cost and population levels and geographical location. It should also provide a quick summary of the data and a score system that simplify decision making.