# Business Understanding – Choice of hotel business location

## Background

The start-up of a business in any location requires a lot of corseted effort, data analysis and insight to ensure that the right decision is made, and the benefits are tapped. In today’s world, technology can be implored to assist in making the right decisions in a much faster time. The project is geared towards assisting a start-up business make a crucial decision of which city to locate its business based on having enough local facilities. Looking at the facilities in proximity and other things that could enhance the chances of the business being profitable. There are factors that can impact the choice of business location, like

* Style of operation
* Demographics
* **Foot traffic**
* **Accessibility and parking**
* **Competition**
* **Proximity to other businesses and services**
* Image and history of the location
* Ordinances or zoning restrictions
* The building’s infrastructure
* Utilities and other costs

*Source:* [*https://www.entrepreneur.com/slideshow/299849#10*](https://www.entrepreneur.com/slideshow/299849#10)

Also, the different analysis of the environment can be performed to ensure its looked at all necessary factors. This enable the organisation to make a more informed decision. Other studies and approaches will be considered during the project:

* *Map analysis*
* *Postcode analysis*
* *Travel time matrix analysis*

*Source:* [*https://traveltime.com/blog/business-location-analysis*](https://traveltime.com/blog/business-location-analysis)

In this project, steps are taken to ensure that the data obtained is effectively analysed to ensure that the actions taken are based on a structured and tested basis. The sources of the location and geo-related data is obtained from the Foursquare Website and the focus will be to analyse data from two cities. Steps will be taken to ensure that accurate and an efficient approach is taken to analyse and present the finding on which ideal location should be chosen. Independent of the other factors, the location Manchester and London will be analysed for the purpose of the business start-up.

## Business objectives and success criteria defined

The business objective is to provide an appropriate location for the Hotel start-up business in either location (Manchester or London). Our focus is to provide data insights from the use of the Foursquare website reasons to justify locating a hotel in a city comparing the benefits they provide. With the use clustering algorithms and data science tools, the project will seek scientifically justify the choice of a location.

The success criteria for this project focuses at providing

* A preferred location for start-up hotel business in a specified city or location by extracting data from Foursquare website.
* A recommendation from the analysis.
* *If we are dealing with more than two cities, then the process could be iterative. Then I will seek to adopt following high-level steps –* 
  + *Derive insights based on the location data*
  + *Review the insights and methodology\Algorithm effectiveness*
  + *Evaluate and Measure the effectiveness of result.*