

Business Problem

Introduction

Hong Kong, it is the top list of world's favorite city for tourism, also well known as shopping and food paradise. It has a relatively low tax rate compare to other Asian cities and have a wide variety of cloths, grocery and luxury goods, etc. Therefore, it attracts tourists all over the world to shop. Hong Kong also famous as food paradise, it brings all cuisines together from all over the world.

The below are the brief information about Hong Kong Tourism:

- There are about 58 million tourist visiting Hong Kong each year
- Average spending is about USD\$ 820 per person
- they would spend average 3.2 nights in Hong Kong

The transportation in Hong Kong is mainly relied on MTR, which is the underground metro. Tourists visiting Hong Kong are recommended to use MTR to get around to the major districts.

A foreign hotel group plans to expand their business to Hong Kong, they would like to build a hotel targeting for leisure tourists for shopping and foodies. The purpose of this project is to find the best location along the MTR station to build a hotel for the target customers.

Objective

This will study in detail about the area classification using Foursquare data based on MTR station location. Then use machine learning to segmentation data and clustering.

Data

MTR coordinates information

The data for MTR stations coordinates is from MTR website. It has been restructured to excel file and upload to my github. Please visit the below link for more information.

https://github.com/BaoBao0406/Data-Science-Course/blob/master/IBM%20Data%20Science%20Course/Data%20Science%20Capstone/Final_Project/MTR_coordinates.xlsx

Foursquare data

We will use Foursquare to explore the neighborhood of Hong Kong, based on the number of restaurants and shops which is closed to MTR stations.