

A TALE OF TWO CITIES





BACKGROUND



United States is one of the most popular countries for tourist to visit. It hosts millions of people every year and it does not matter the season; it is always full of tourists. Whether it is New York or Los Angeles, these two cities are the most popular destinations for tourists all over the world. People often believe that these two states are the center of the 'East Coast vs West Coast war' to determine which one is the best place to be. They offer all the tourist attractions every city has, but what makes them outstand from other places is the different cultures that live there. These two sates are the most culturally diverse among the U.S and this is why they are so special for tourists.

PROBLEM

The objective of this study is to use data science tools to help a tourist agency to determine a new travel package for their customers. Our job as data scientists is to give the agency multiple travel package options so they can sell them to their customers; these options will be presented by comparing New York and Los Angeles (what makes them different) and what different activities you can do in each city.





TARGET AUDIENCE

- Our target audience consists on every tourist that is interested to travel to the U.S. Since our objective is to give multiple package options, we can have different options for people that travel alone, in groups or as a family.



APPLICABILITY IN REAL WORLD

- For travel agencies, it is sometimes difficult to predict what kind of attractions their clients want and often they only offer a general travel package so they can later choose by themselves where they want to go. But what would happen if you could offer your clients a experience package based on their tastes or by the number of people going on a trip? This is the question I want to answer by analyzing the venues of these two cities in order to offer them the best experience possible.





DATA

Looking for the information about each borough and neighborhood in Los Angeles and New York was relatively easy since these are two of the most popular cities in United States and, also, the information is of public domain.

Data acquisition

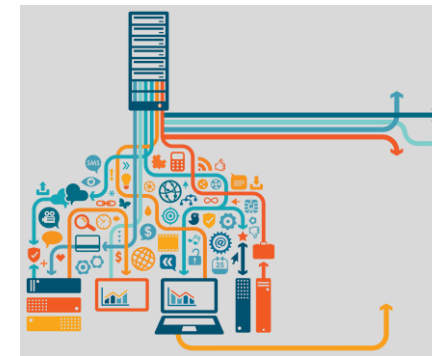
The files used for this project consist of two kinds; the first one, was acquired from the “New York neighborhoods” example from the course and the data for Los Angeles was acquired from a ‘.csv’ file in an online site that provides general information about all the cities in United States.

Data Cleaning

In order to use the Los Angeles data, I had to clean the dataset first since it had unnecessary information (native vegetation, native wildlife, number of houses, etc.). Once all the ‘junk’ information was removed from the dataset, the process on analyzing the data and using Foursquare to rank venues began.



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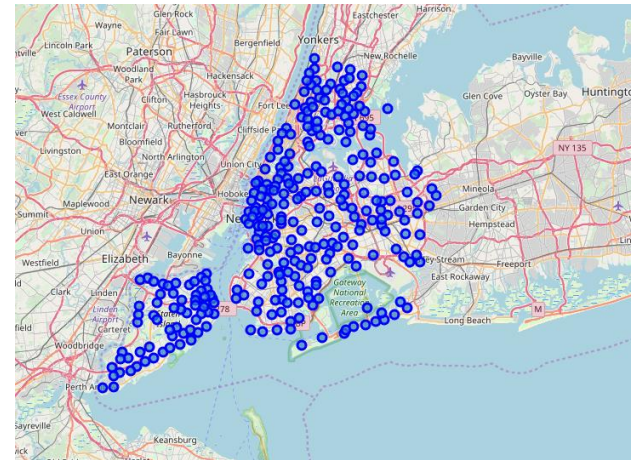




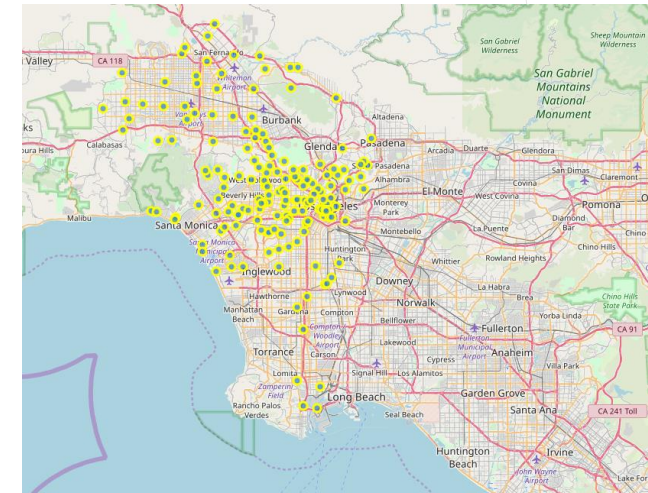
RESULTS

To analyze the results the program gave, it is important to make a first comparison between New York and Los Angeles. First of all, we will compare how the neighborhoods are distributed. In the images below, we can see the difference between New York (blue) and Los Angeles (yellow) in their neighborhood's distribution.

New York



Los Angeles



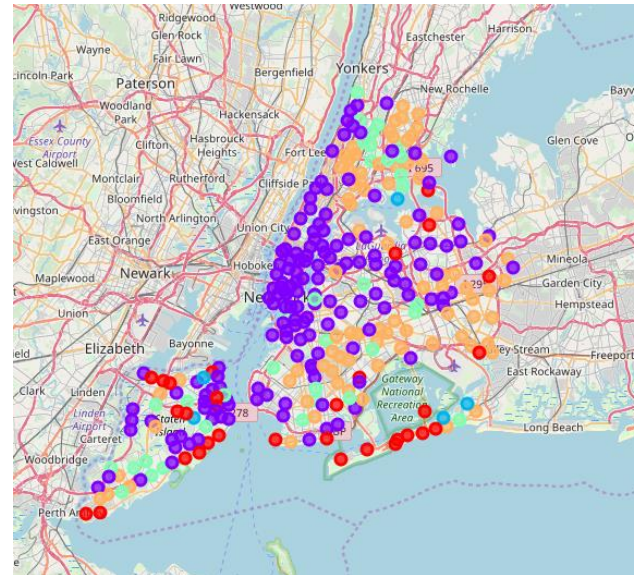
As you can see, New York is a more centric location with neighborhoods interacting with each other by being close by. On the other hand, Los Angeles also present near by neighborhoods but we can also see there are various places close to the sea and mountains, this is mainly because people want to have a quieter lifestyle in California.



RESULTS

With this first comparison understood, we can now see how the neighborhoods are cluster together in order to determine how can we influence potential tourists on picking a destination. For New York, the map below represents the neighborhoods in each cluster

New York



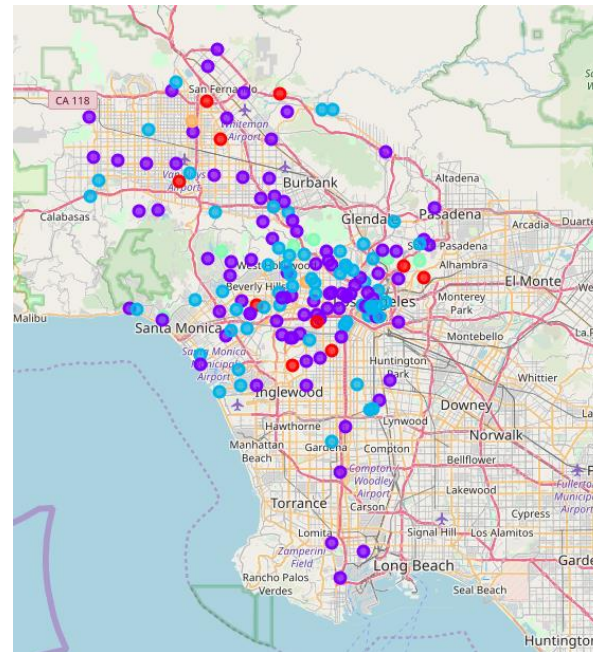
Cluster #	Color on map	Cluster Name	Description
1	Red	<u>Main Attraction</u> Beaches, Bodegas, Pubs and more	For tourists that come either alone or as a couple
2	Purple	<u>Family friendly</u> Parks, Playgrounds, Restaurants, Spas, etc.	Different venues for the likes of all family members. This group is ideal as an 'all around experience'
3	Sky blue	<u>Kids only</u> Parks, Fast Food restaurants	Perfect destination for families with small children.
4	Light green	<u>What you want to eat?</u> Italian, Chinese, Mexican, Latin American restaurants.	For people who consider themselves 'foodies', this group offers different food experiences.
5	Orange	<u>NY and chill</u> Ice cream Shops, Bars, Lounges, Theaters, Supermarkets	This package is for all kind of tourists since it offers different activities.



RESULTS

With this first comparison understood, we can now see how the neighborhoods are cluster together in order to determine how can we influence potential tourists on picking a destination. For Los Angeles, the map below represents the neighborhoods in each cluster

Los Angeles



Cluster #	Color on map	Cluster Name	Description
1	Red	<u>For the family</u> Parks, Playgrounds, Museums	A perfect package option for the entire family
2	Purple	<u>Some 'Me' time</u> Theaters, Art galleries, Spas, Restaurants, Wine Bars	This group is represented with places for people who want to have some alone time while relaxing in different places
3	Sky blue	<u>Fit and Delicious</u> Bakeries, Gyms, Yoga Studios, Restaurants, Coffee Shops	This group is filled with food options and different gym and sports options for the people that like 'that healthy lifestyle' but also enjoy good food
4	Light Green	<u>Deep breath of mother nature</u> Mountain trails	This is perfect for more adventurous tourists who want to take a break from all the noise of the city
5	Orange	<u>For the classic ones</u> Golf Courses	This small group is for tourist who want to feel a little bit classy and relax while playing some golf



CONCLUSION

- We can see that New York and Los Angeles are not that different, they both offer interesting choices for every type of tourists. The main difference between these cities is that New York offers a more high time venues while Los Angeles offers options where you can explore the country side by taking a hike in the mountains. So, depending on whether you are a type of tourist who wants to experience the night life of a multi-cultural city, then New York is definitely your next destination.
- If you are the kind of person who wants to explore different landscapes or try different types of physical activities then Los Angeles is where you need to be. We also created different packages for each city, so you have a clearer idea on where you want stay so you can enjoy the activities you like and don't have to deal with activities or places you are not comfortable with.

