Finding the perfect place to open a new hostel
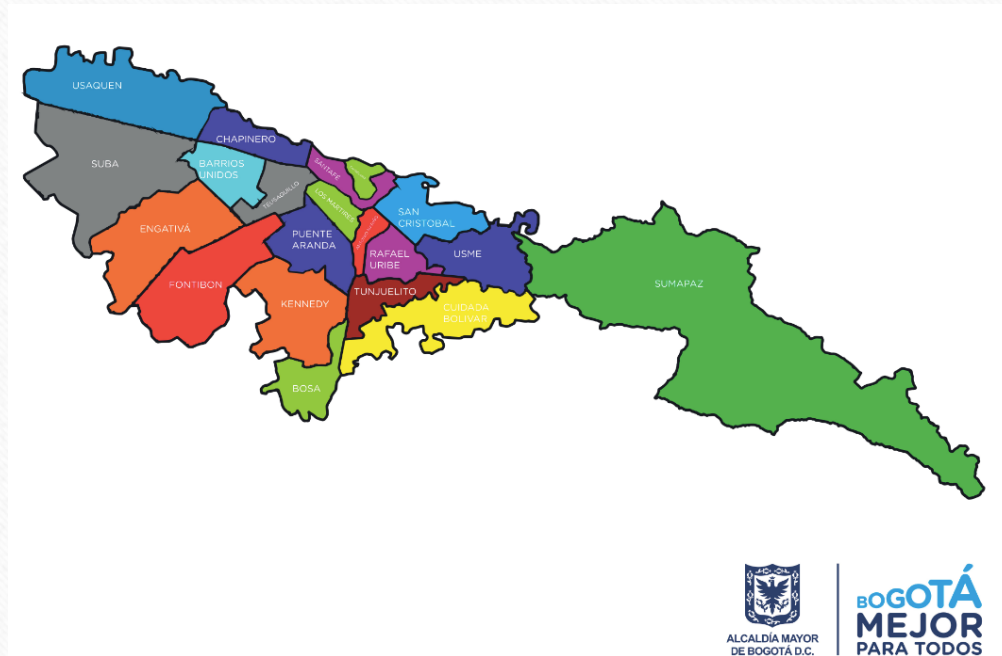
Andrés Herrera

The battle of the neighborhoods

Background

- Colombia is highly esteemed by tourists as one of their travel destinations.

- 12 million tourists came to Bogotá (capital city) in 2018.

- 54% came for leisure tourism.

Bogotá

- 19 boroughs

- 5000 neighborhoods

- <u>In what borough should we open a new hostel?</u>

How to solve the question

1. Data cleaning

2. Map visualization

3. K-means clustering (Most common avenues?)

4. Analysis
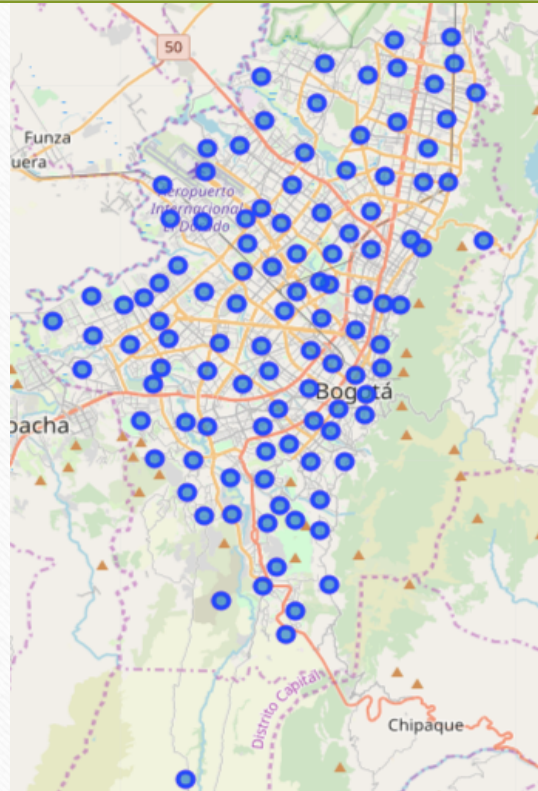
1. Data cleaning

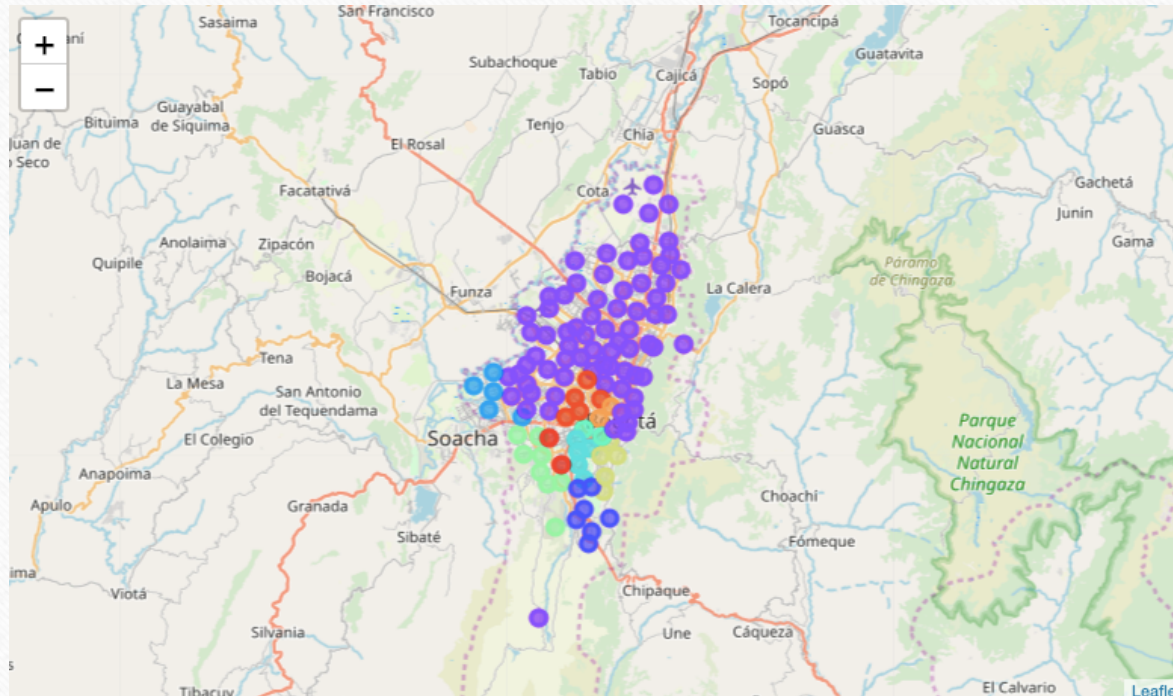|	Borough	Neighborhood	Latitude	Longitude
0	Teusaquillo	GALERIAS	4.642904	-74.072083
1	Kennedy	LAS MARGARITAS	4.637752	-74.178175
2	Teusaquillo	QUINTA PAREDES	4.631541	-74.090252
3	Teusaquillo	TEUSAQUILLO	4.626522	-74.075133
4	Santa Fe	SAGRADO CORAZON	4.619246	-74.063995

Map visualization

Most common venue categories clustering

Purple cluster has the highest potential for opening a new hostel because of the main venues.

Purple Cluster has a big area.

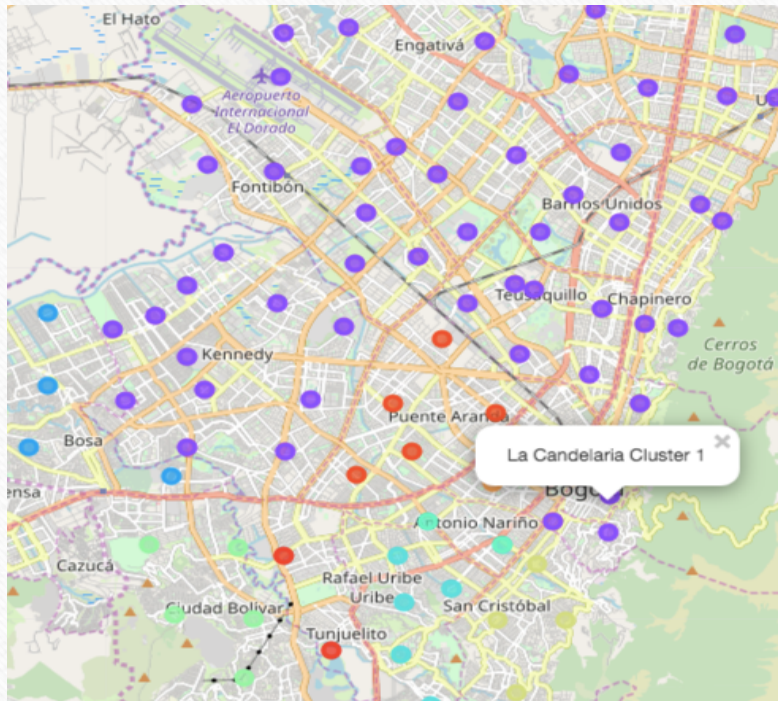Where to open the hostel inside the purple cluster?

Are hostels a common venue? YES

District	1st Most Common Venue	2nd Most Common Venue	3rd Most Common Venue	4th Most Common Venue	5th Most Common Venue	6th Most Common Venue	7th Most Common Venue	8th Most Common Venue	9th Most Common Venue	10th Most Common Venue
La Candelaria	Hostel	Breakfast Spot	Restaurant	Italian Restaurant	Coffee Shop	History Museum	Café	Theater	Art Museum	Pub

Conclusion and Discussion

La Candelaria is an optimal location to open a new hostel.

Further analysis could be done to Cluster 1 (purple cluster) to find other possible optimal places to open a new hostel.

Some neighborhoods in Cluster 1 have interesting combinations of common avenues that could be of interest for a tourist such as: Teusaquillo and Chapinero.

Thank You!