

Finding the perfect place to open a new hostel

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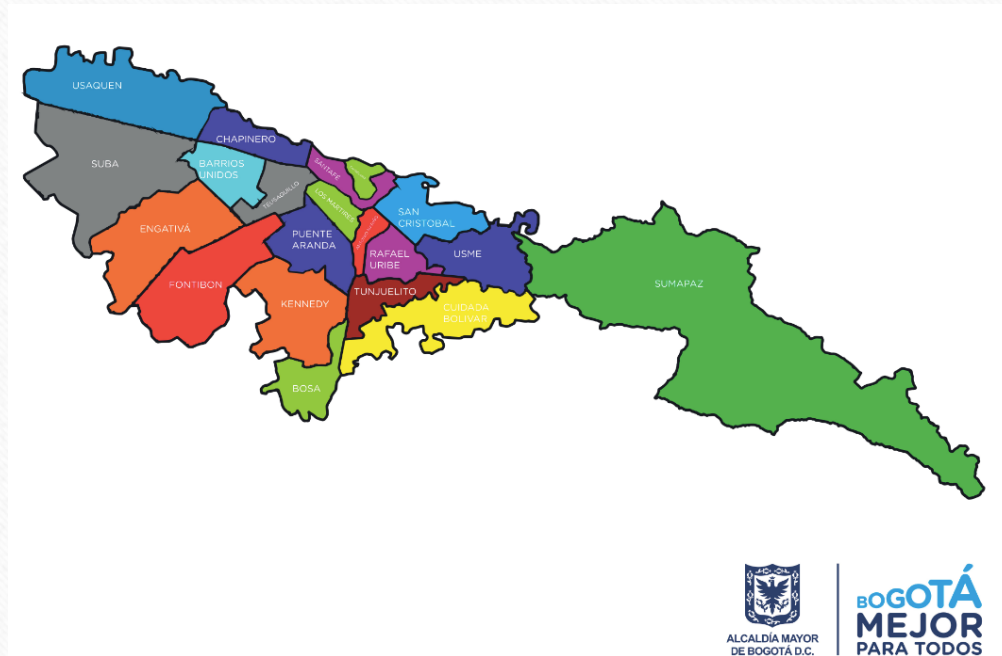
The battle of the neighborhoods

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 (Districts)
- 5000 neighborhoods
- In what borough should we open a new hostel?

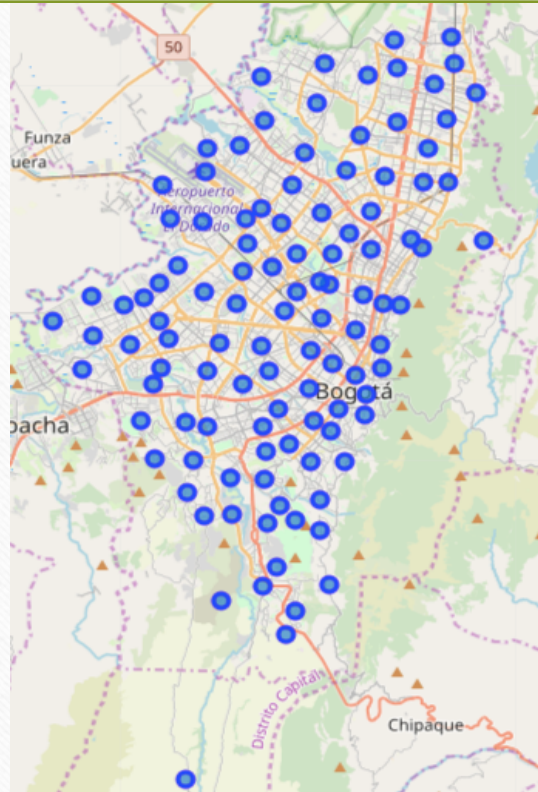
How to solve the question

1. Data cleaning
2. Map visualization
3. K-means clustering (Most common venues?)
4. Analysis

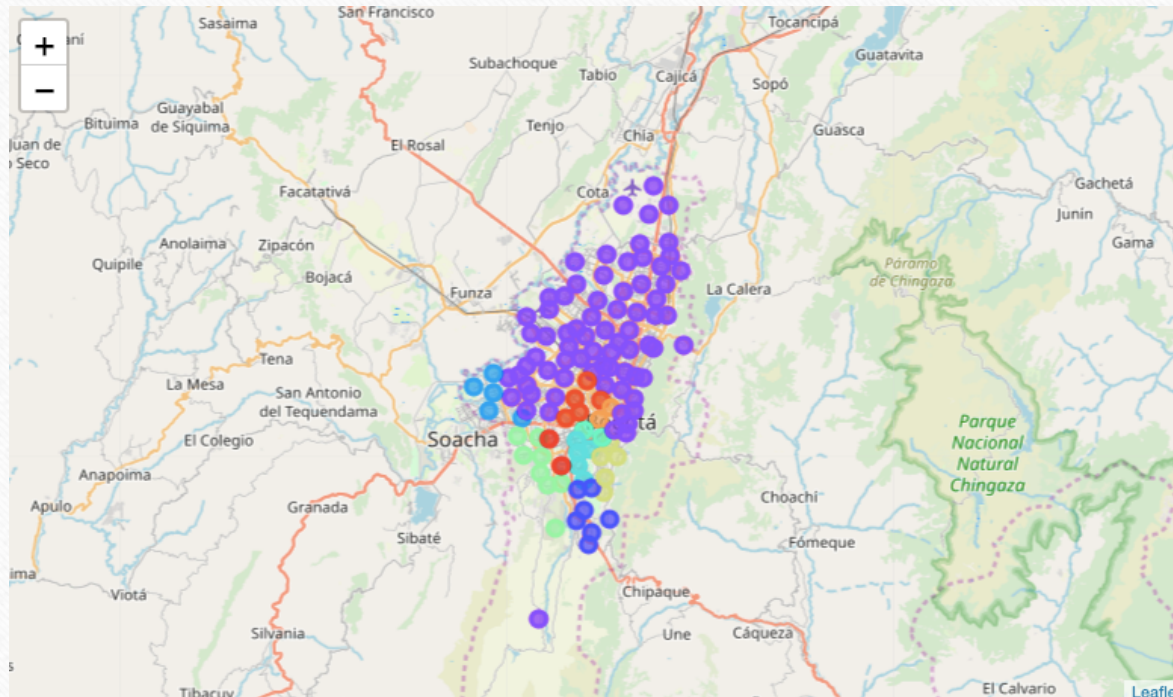
1. Data cleaning

	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.

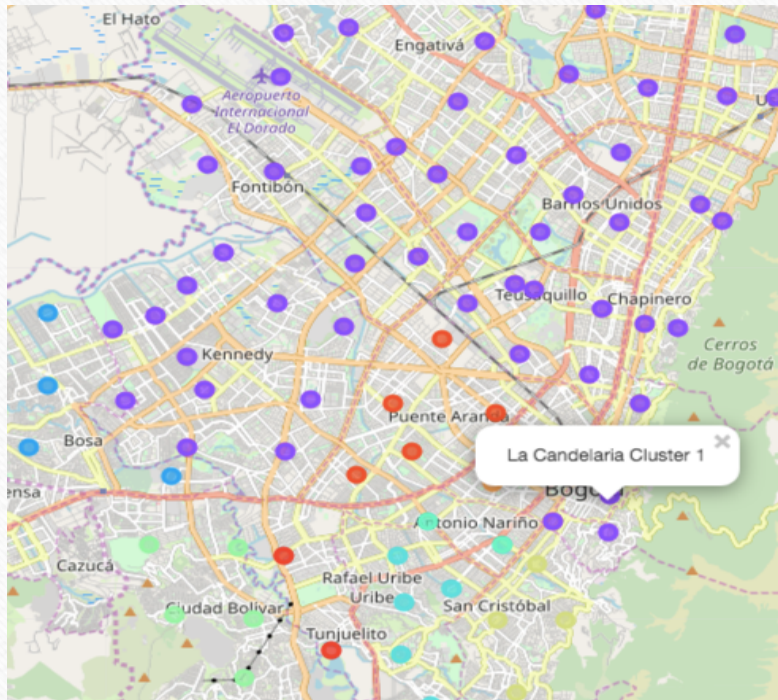
Purple Cluster has a big area.

Where to open the hostel inside the purple cluster?

Are hostels or hotels a common venue? YES

District	Cluster Labels	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	1	Hostel	Breakfast Spot	Restaurant	Italian Restaurant	Coffee Shop	History Museum	Café	Theater	Art Museum	Pub
Chapinero	1	Bar	Restaurant	Coffee Shop	Fast Food Restaurant	Bakery	Latin American Restaurant	Hotel	Supermarket	Japanese Restaurant	Italian Restaurant
Usaquén	1	Burger Joint	Bakery	Coffee Shop	Italian Restaurant	Restaurant	Hotel	Café	Steakhouse	Asian Restaurant	Mexican Restaurant

Conclusion and Discussion



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

Special consideration should be given to the districts:
Chapinero and Usaquen.

Thank You!