Finding the perfect place to open a new hostel

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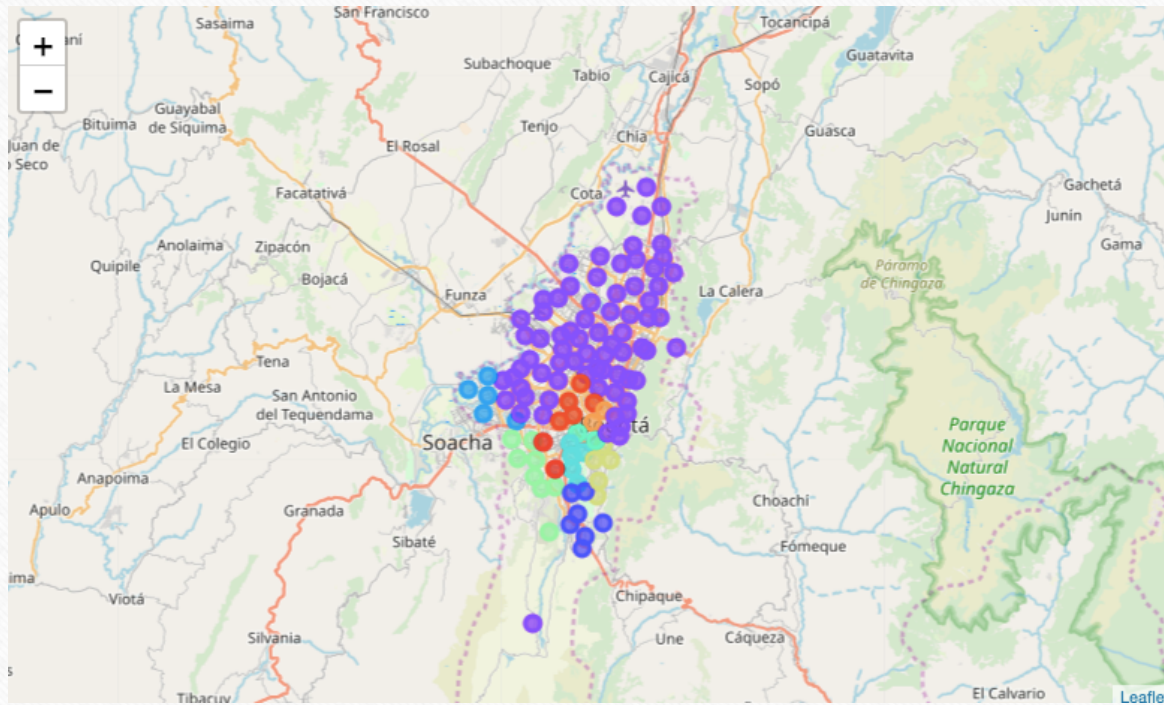
The battle of the neighborhoods

Background

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

- 12 million people came to Bogotá in 2018 and 54% of tourists came for holiday, recreation and leisure tourism.

Business problem

- How can the city be divided into clusters with homogenous characteristics?

- Which cluster or area can provide tourists with most of local tourist attractions?

- What are the main venues categories that a tourist could appreciate more?

Results

- Clustering of the city in areas with similar characteristics was done.

- Purple area seems to have the optimal places to open a new hostel

- However, how can be find the best area?

Results (analysis of purple cluster or cluster 1)

- La candelaria 1st most common avenue is a Hostels avenue.

- The most common avenues are : restaurants, Coffee shops(Colombian coffee is known worldwide), Museums and Pubs.

- La candelaria is the best place to open a new hostel in Bogotá!

Conclusions

- La candelaria has the biggest potential for opening a new hostel.

- Further analysis should be given to cluster 1 because of its vastness (it could hide other optimal places for opening a new hostel)

Thank You!