

# Capstone Project - The Battle of Neighborhoods (Week 2)

Assessing Hotel Investors in Istanbul

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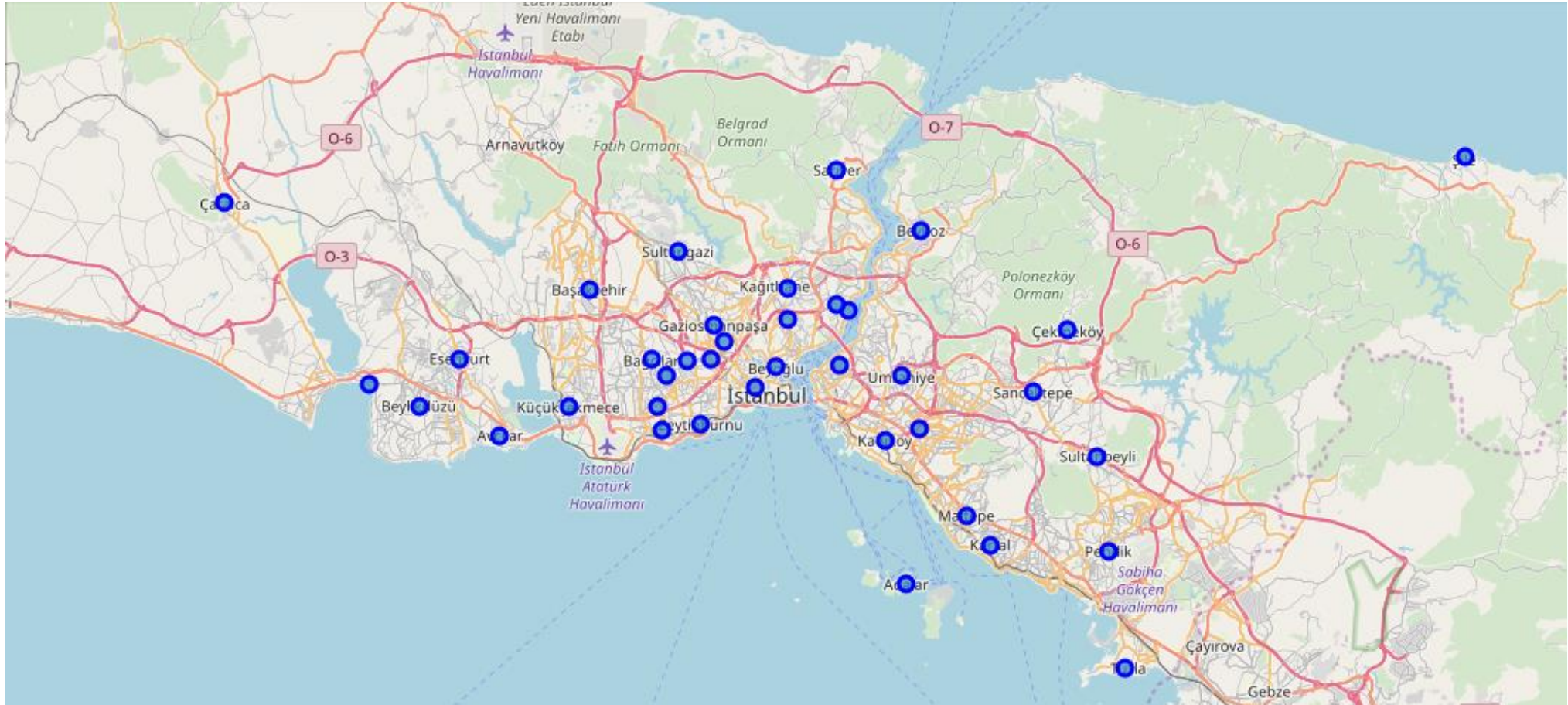
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# Have you been in Istanbul?



Istanbul is the most well-known city in Turkey and one of the great metropolises, straddling both Europe and Asia where economy and culture from all over the world meets

# Borough in Istanbul



Here you can see different boroughs in Istanbul that was created using folium library in python and letter on by using geopy library the coordination of each boroughs were calculated and then mapped as you can see.

# Venues of Çatalca

	name	categories	lat	lng
0	Mlt Butik	Boutique	41.143915	28.461881
1	Gloria Jean's Coffees	Coffee Shop	41.143941	28.463221
2	Fitness Club Çatalca GYM	Gym	41.143929	28.463876
3	Çatal CAFE	Café	41.144206	28.461303
4	Akbulut Optik	Optical Shop	41.141648	28.463052

Let's assume we would like to open hotel in Çatalca in Istanbul. Foursquare make it possible for us to find out the top wanted or also all the venues in that specific borough. In this case Çatalca, 84 venues were returned by Foursquare. In theses 84 venues you can see coffee shops, gym or many more facilities and the investors could make a decision based on their plans. If there enough hotels in that borough or not are they museum or any relative facilities.

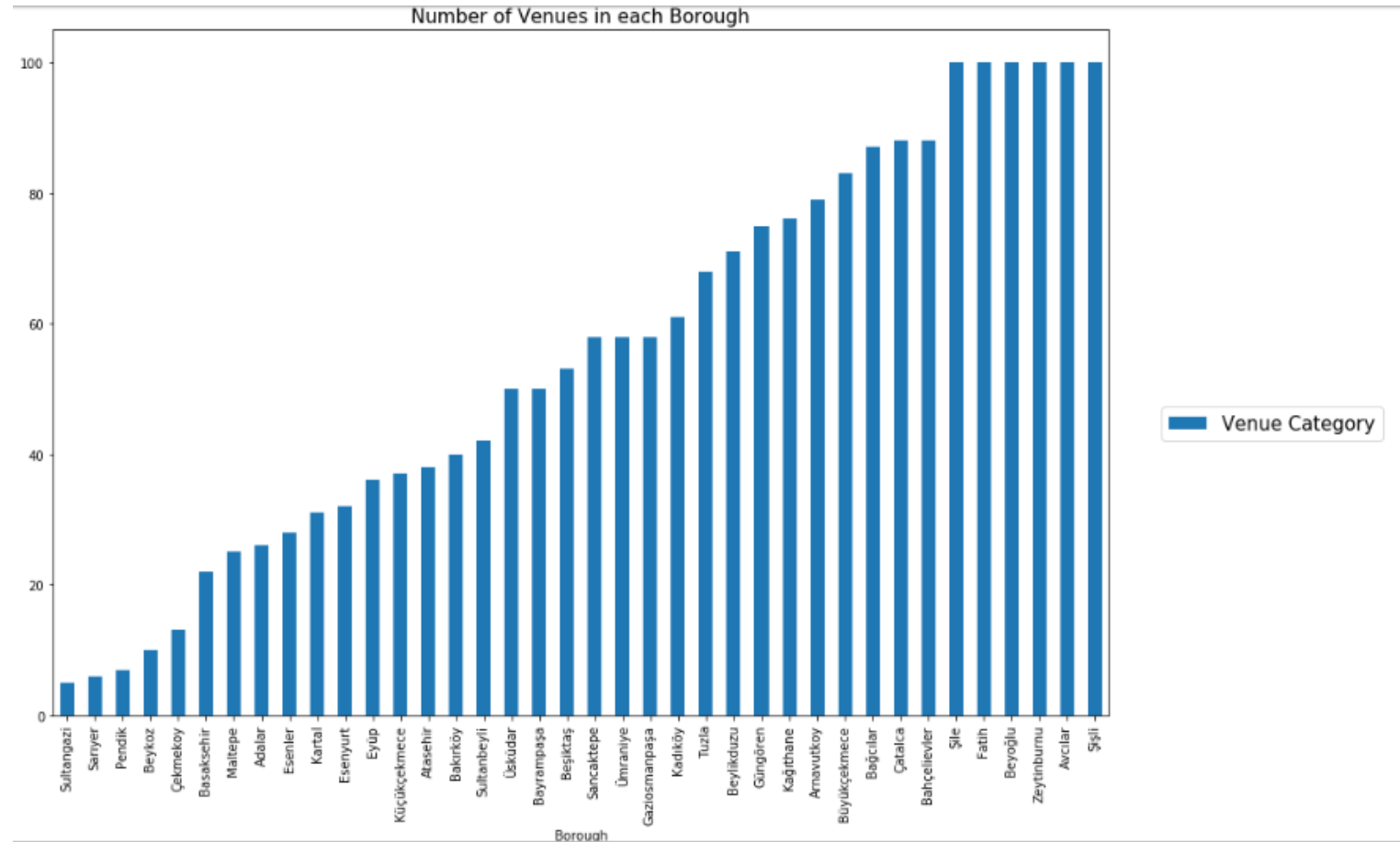


# The top Ten venues in each borough in Istanbul

	Borough	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
0	Adalar	Café	Seafood Restaurant	Bed & Breakfast	Historic Site	Tennis Court	Museum	Cafeteria	Pool	Mountain	Burger Joint
1	Arnavutkoy	Seafood Restaurant	Café	Boat or Ferry	Lounge	Cocktail Bar	Restaurant	Art Gallery	Pastry Shop	Lighthouse	Coffee Shop
2	Atasehir	Café	Restaurant	Bistro	Lounge	Coffee Shop	Gym Pool	Doner Restaurant	Steakhouse	Kebab Restaurant	Bakery
3	Avclar	Café	Dessert Shop	Restaurant	Gym / Fitness Center	Bar	Breakfast Spot	Coffee Shop	Sporting Goods Shop	Steakhouse	Wings Joint
4	Bahçelievler	Café	Dessert Shop	Turkish Restaurant	Restaurant	Bakery	Gym	Burger Joint	Pide Place	Ice Cream Shop	Nail Salon

If the investors have no idea about the boroughs with a help of Foursquare they can analysis the best borough and the facilities in them and then make a decision about their future plan.

# Number of the Venues in Each Brough



In this diagram we can see the number of venues in each borough it can give us a better understanding about the facilities in the boroughs, as we can see Şişli, Şile have more than 100 venues in these borough, therefore the investors can consider these places first for their investors.

As more tourist are coming back to Istanbul lot of stakeholders see this as an investment in hotel business, in this research different boroughs of Istanbul were analyzed for hotel investors based on the number of facilities that each borough can offer and let investors select where to invest.



Avcılar

Şişli

Şile

Beyoğlu

Fatih

These boroughs have the highest number of venues compared to other boroughs in Istanbul, therefore the investor can decide if they would like to invest in one of these boroughs.