

# Capstone project - Recommending a location for a new hotel in Toronto

Freddy Adiv

## 1. Introduction

This research is targeted for hotel firms searching for locations for building a new hotel.

### 1.1 Background

A worldwide hotels firm is wishing to build their first hotel in Toronto which already have 518 hotels (according to tripadvisor.com, [https://www.tripadvisor.com/Hotels-g155019-Toronto\\_Ontario-Hotels.html](https://www.tripadvisor.com/Hotels-g155019-Toronto_Ontario-Hotels.html)).

### 1.2 The problem

There are several key factors needed to be considered in order to decide the proper location to build the new hotel on:

- 1.2.1 The proximity from the sea – a view to the sea is highly crucial for the firm's brand.
- 1.2.2 People's traffic – The hotel must be in a central location, close to venues that are commonly used by tourists.
- 1.2.3 The area to be selected should not be crowded – in the factor of ration of venues in the area to the quantity of hotels, the hotel should not precede the 5<sup>th</sup> most common venue.

## 2. The data

The data to be used in this research will include the following sources:

- Toronto's postal codes from [https://en.wikipedia.org/wiki/List\\_of\\_postal\\_codes\\_of\\_Canada:\\_M](https://en.wikipedia.org/wiki/List_of_postal_codes_of_Canada:_M)
- Toronto's geo-spatial data from [https://cocl.us/Geospatial\\_data](https://cocl.us/Geospatial_data)
- Venues in Toronto from [foursquare.com](https://foursquare.com)

The data will be used to identify the boroughs of Toronto's, then clustered by venues commonly found on each borough to identify the possible locations for the new hotel.

Once identified, find potential locations that answers the key factors mentioned in section 1.1.