

Capstone Project

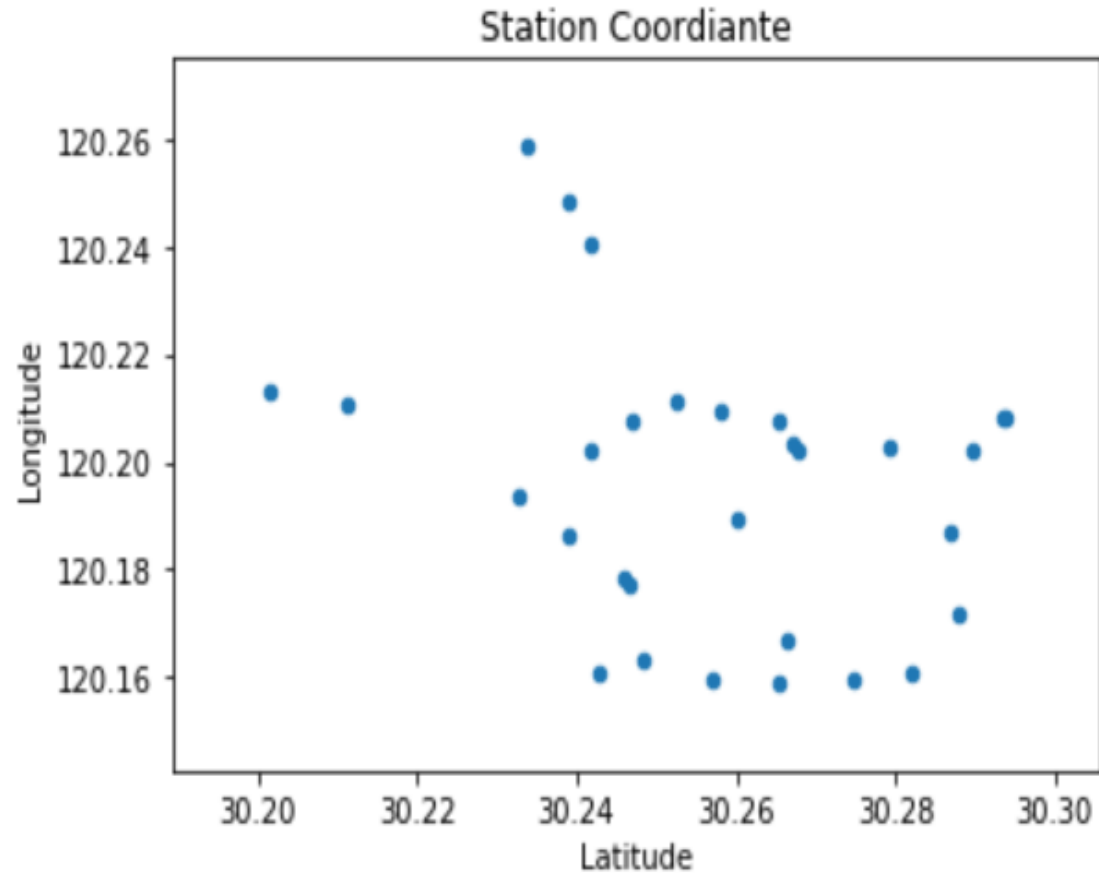
Hotel location selection

Background

Alibaba wants to build a luxury hotel before 2022 so that it can serve VIPs from all over the world when Asian Games begin.

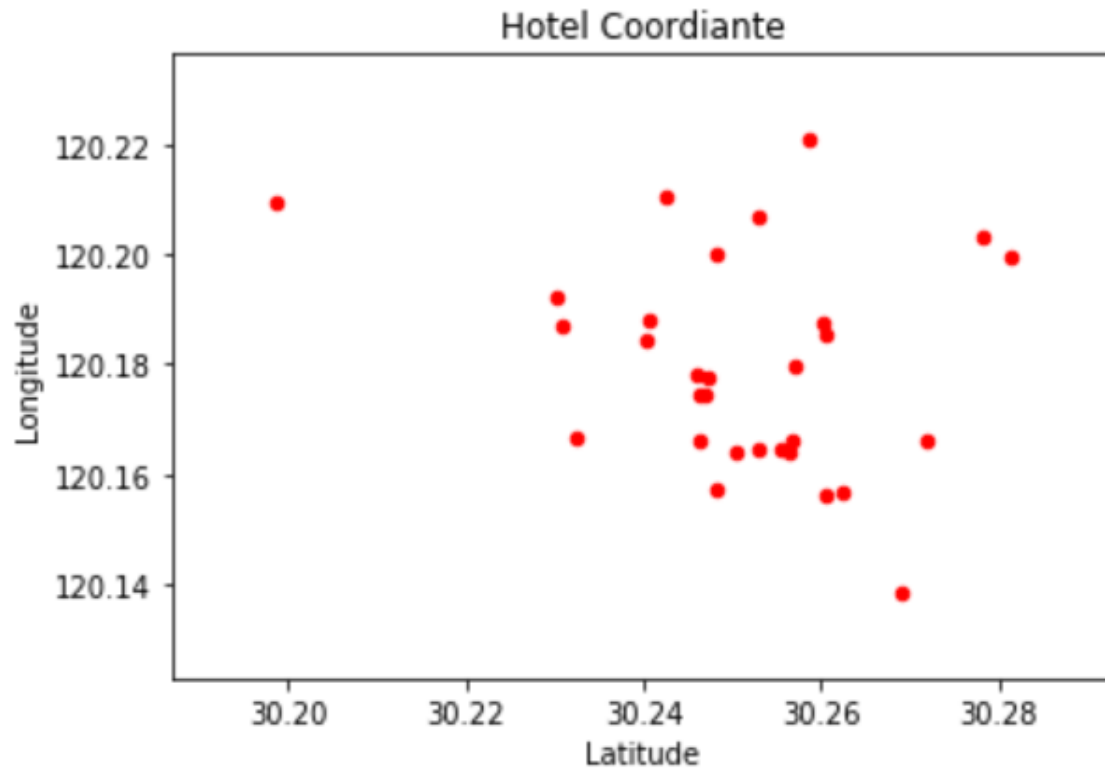
But first they want to build the hotel in a place where there are not so many peers to compete and also the hotel has to be near train or subway stations to guarantee the convenience of transportation.

Clusters of stations



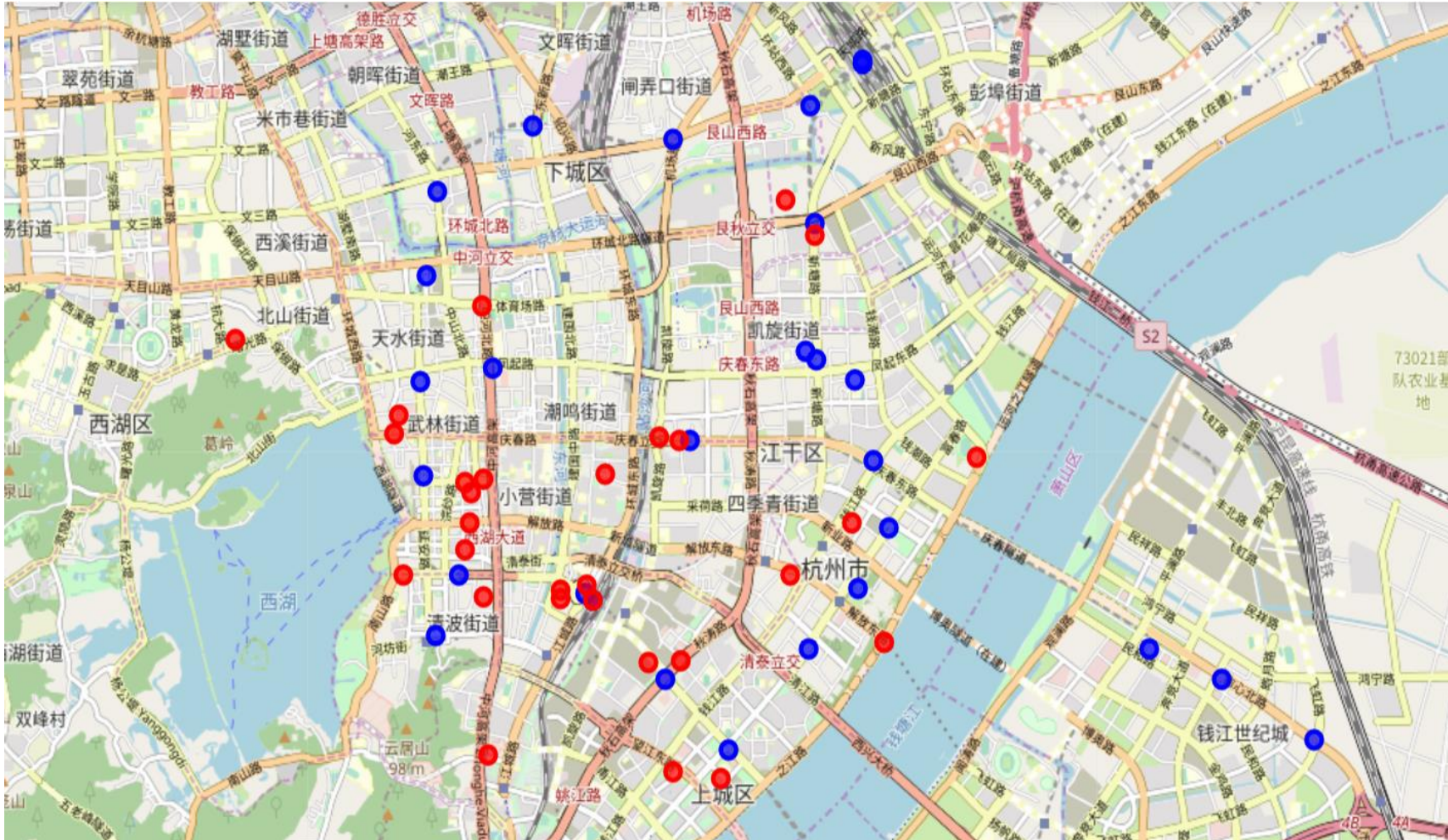
- ▶ Stations tend to cluster within
- ▶ latitude 30.24-30.28,
- ▶ longitude 120.16-120.22.

Clusters of hotels



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Map for stations and hotels



Conclusion

- ▶ The hotel should be built in right part of Hangzhou near the stations because the transportation is good and there are few competitors.



Thanks for your review.