Cousera capstone project.

Opening   new hotel in the city of Toronto , Canada.

Introduction

For many potential investors and business looking to open a hotel   in Canada , precisely in Toronto will have difficulties in identifying what are the economic and standard of living in that environment also the amount of hotels in that environment that location . Having   a Hotel at a good location which is economically upright and has a high standard of leaving , might be a driving force for potential profits in a long run.

Business problem

Now we will have to analyse a good number of locations and visualisation , in order   to pull out valuable insights on where to invest in a hotel business . We will use data science methodologies , machine learning and clustering approach in order to segment and cluster the   data according to their various locations and characteristics.

Data

To solve the problem, we will need the following data:

• List of neighbourhoods in the city of Toronto. This defines the scope of this project, which is confined to the city of Toronto.

• Latitude and longitude coordinates of those neighbourhoods. This is required in order to plot the map and to get the venue data.

 • Venue data, particularly data related to the amount of hotels in an area. We will use this data to perform clustering on the neighbourhoods.