**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.