Opening a new upscale hotel in Los Angeles.

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Overview

The city of Los Angeles is one of the most popular travel destinations in the U.S. It attracts tourists from across the globe for its glamorous nightlife, wild nature, rich history, warm climate and much more. As a person who has joyfully resided there for

a great part of his life, I find it to be a personal duty to make sure that one receives a proper opinion of the magnificent city during his/her stay. In order to deliver my duty, I will analyze the metadata of Los Angeles in order to find neighborhoods worthy of opening an upscale hotel.

Goals

1- Retrieve metadata of each neighborhood and the venues that it offers.

2- Analyze data to form an opinion regarding the most promising neighborhoods to open a hotel.

Specifications

I will scrape the internet for data using the Beautiful Soup library, Requests library and FourSquare API. Then after, I will clean the data in order to segment them into individual groups using k-means. After getting each neighborhood into a cluster, I will then plot each neighborhood into a folium map and color each neighborhood accordingly to its assigned cluster.

Methodology

In order to deliver this project, I first scraped data from latimes.com using the Requests and BeautifulSoup library. I then used the data to build a k-means model using scikit-learn. To build my model, I used income data that I scraped from latimes and the number of other hotels in the neighborhood that I retrieved using the FourSquare API to be the determinants. In the end, I came up with four clusters to help me distinguish the neighborhoods and form an opinion on each one in regards to how wise it would be to open an upscale hotel in each one.

Targeted Audience

The targeted audience for this report was investors and entrepreneurs that may be considering opening a luxury hotel in the wonderful city of Los Angeles. I provided them enough data to give them an opinion on which neighborhoods they should consider have they decide to follow through with their endeavour.

Results

In the end, I was able to get four clusters that are clearly distinguishable. While three of them were mediocre, cluster three neighborhoods were the most promising neighborhoods to open a hotel. Cluster 3 neighborhoods had less than two hotels on average per neighborhood and had relatively high income that have made them look appealing.

Conclusion

In the end, I've noticed that the neighborhoods that I thought might be the most successful have ended up being the most ominous according to my model. While I was shocked, It's completely rational that the best neighborhoods to open a business are those where your services are scarce.