Operation Transformation - Hotel in Dublin

Intro

- Dublin CIty Council and Tourism Ireland would like to build a new hotel in the North of Dublin
- Historically less developed area of Dublin so promoting tourism there would help the town to prosper
- Malahide, a coastal town was chosen as the area in the North to develop
- The target audience would be tourists by encouraging them to visit this town with a new luxury hotel surrounded by amenities within walking distance as well as being accessible by public transport for ease
- We will determine the best location for this new hotel

Data

- Foursquare API to determine amenities nearby
- Matplot lib graphs to determine distance of amenities from city centre
- Folium maps to visualized outputs and best location for a new hotel
- Data analysis and clustering by kmeans

Findings

First we plotted the city centre and any hotels already in the area
- The red dot represents Malahide centre
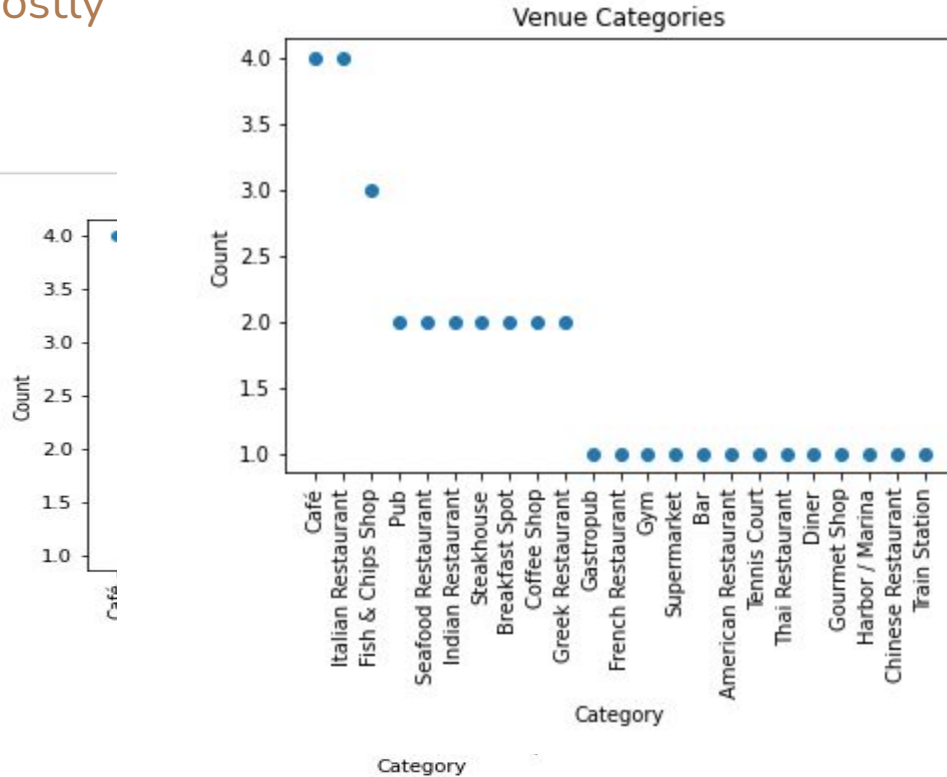- The blue dots represent two hotels in the area
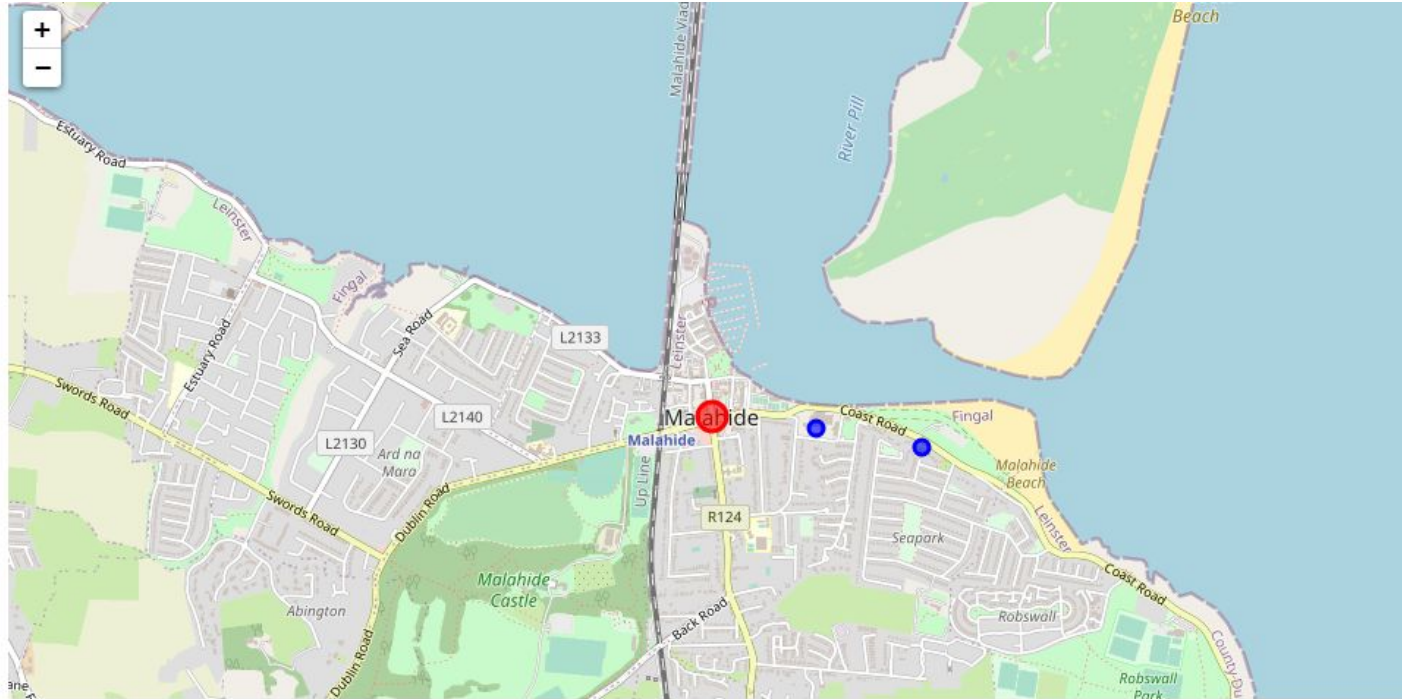
Then we plotted the city centre plus all amenities in the area
- The red dot represents Malahide centre
- The green dots represent amenities in the area such as bars, restaurants, cafes
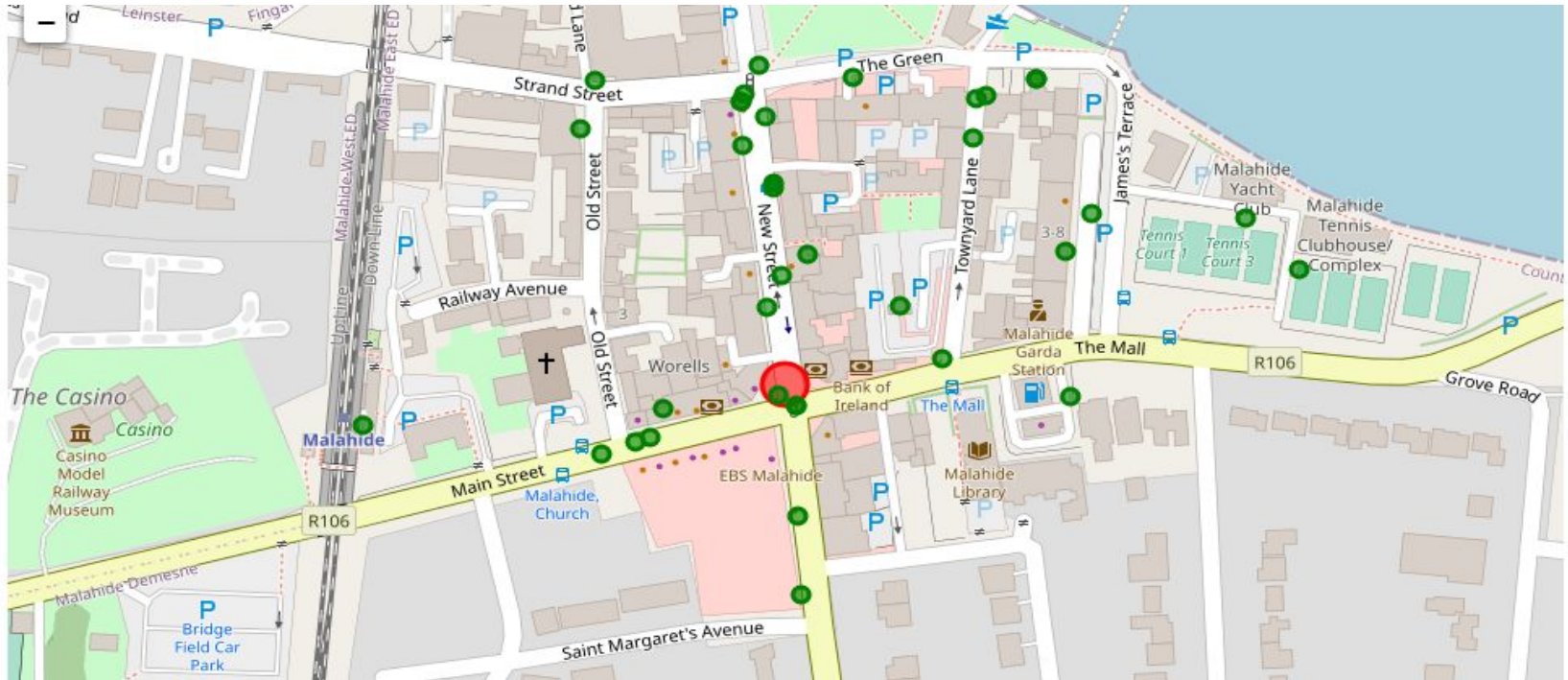
Amenity categories were plotted so we can see that there are mostly _____bour

With our predictions we were able to determine the location in green as the best spot for a new hotel (lat long: 53.45 ,-6.15) closest to all amenities (in black) and further from existing hotels (in blue)
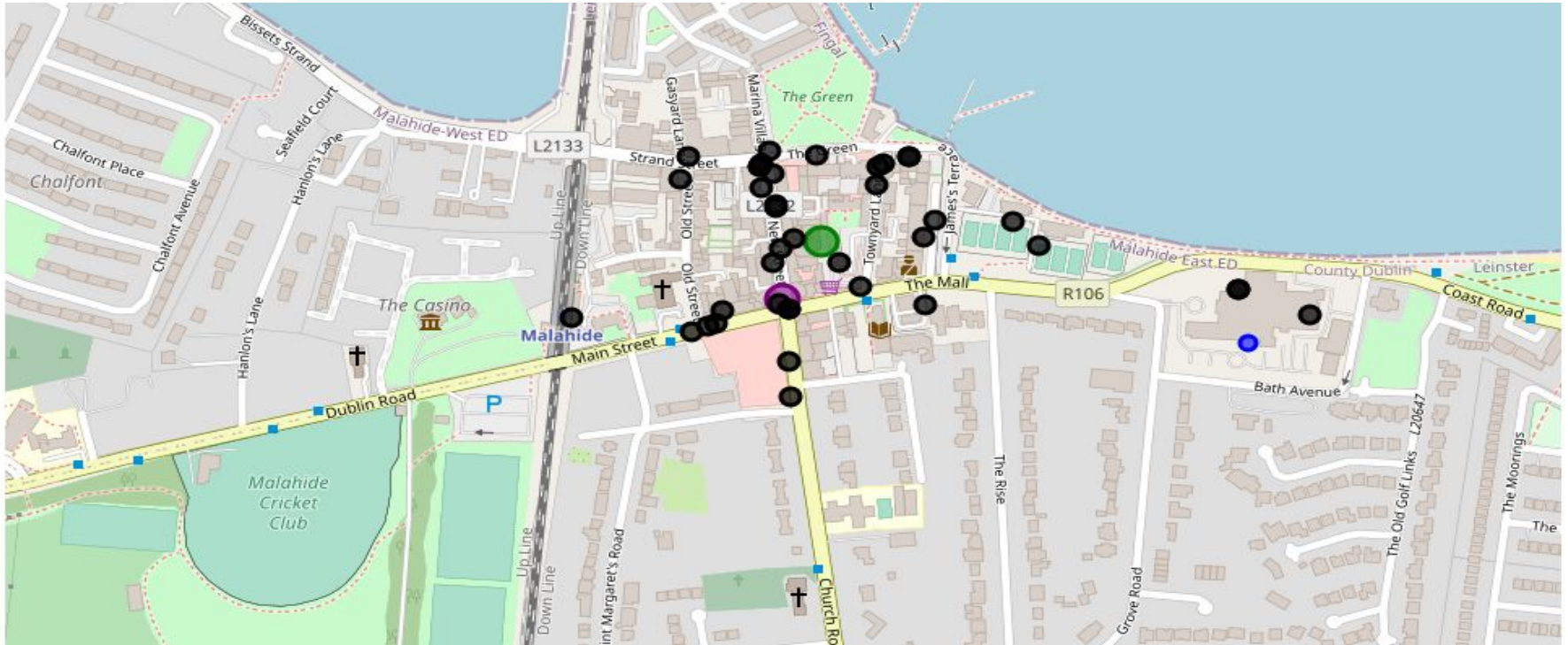
Discussion

- The main issue was the lack of ratings to determine the best or most popular of the venues/amenities due to the lack of ratings in Foursquare as it is a small town and Google Maps and other platforms are more popular amongst users

Conclusion

- Our algorithm determined a central location close to many restaurants and bars as well as a supermarket for a prime location for a new hotel including not too far away from a train station making it very accessible to tourists to promote the area and drive revenue to the town