Applied Data Science Capstone Project Katarzyna Hejczyk-Mika

"Business integration trips in the Silesian region".

Introduction

A description of the problem and a discussion of the background.

I have chosen to investigate the Silesian Voivodship as this is where I was brought up. This part of Poland is situated in southern Poland. The region's population is the second-highest in Poland. In the past, the Silesian region was known mainly from its dominant heavy industry (60 mines, 18 iron and steel companies). Today it is a place for dynamically developing motor, machinery, equipment, and energy industries as well as companies operating in the business process outsourcing and logistics sectors. Silesia is now one of the top regions in terms of the number of big investors mainly because of its characteristic of an agglomeration. Foreign investors include IBM, Unilever, Rockwell, Capgemini, Deloitte, Vattenfall and ABB to name a few.¹

I come up with an idea that might be of interest to businesses or tourist companies who might look for business integration trips for employees or business venues with entertainment opportunities.

I was contacted by a businessman who is starting his business in the Silesian region and wants to learn more about pleasant locations with entertainment opportunities. He offers full packages of business venues and integration trips to companies. They include hotel facilities and entertainment opportunities. He gave me some directions in terms of ideal location as well as the type of entertainment he is looking to include in his packages.

My job is to investigate selected venues popularities and their locations in all Silesian's cities. Having a big picture of interesting venues, I will choose the most promising location for the trip and next, I will find hotels/ conference facilities. Finally, I will investigate venues around the chosen hotel in more details.

¹ https://ec.europa.eu/growth/tools-databases/regional-innovation-monitor/base-profile/silesia