

Applied Data Science Capstone Project

“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 region as this is the part of Poland that is changing drastically for the last few years. I had a chance to observe the changes as I was brought up here. 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.

Silesian region is situated in southern Poland. The region's population is the second-highest in Poland. In the past, this part of Poland 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 the energy industry 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 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 is new in this region and he stressed that the location is important to him. He gave me some direction in terms of location surroundings 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. I will map them to visualise data. Having a big picture of interesting venues, I will choose some locations to run more specific searches for hotels/ conference facilities in those areas and investigate the location further. Finally, I will be making a recommendation based on my findings.

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