**Background**

The emergence of location services has created new capabilities and existing businesses are finding new threats every day. Start-ups leveraging new technologies and innovative business models have continued to disrupt and influence how customers choose their travel destinations, activities to engage in, places to stay and eat, and the number of travelers suitable for a specific season. To remain competitive, businesses have embraced use of location data to identify consumer patterns, tastes, and trends. Location data is available from a number of social media platforms including Google maps, Facebook check-in data, location reviews on sites like TripAdvisor and Booking, Foursquare among other location data providers.

After learning data science, two friends who have a young start-up travel business decide to change the business model by applying data science skills and techniques. It is their believe that data science will improve their customer experience, grow customer loyalty, promote the company brand and set the company out as a choice travel agent.

**Problem**

The start-up faces a lot of competition from established businesses and their services are not differentiated from those of their competitors. Their recommendation on travel itinerary to their customers has not yielded the much needed growth in business. The company might close down if this trend continues.

**Applying data science to solve the problem**

To solve the existing problems, the start-up intends to collect location data from Foursquare and apply data science techniques and tools. The data collected will involve comparison of two locations to determine which is the best location to recommend to a customer.