IBM Capstone Project

Travel Agency Tour Recommendation

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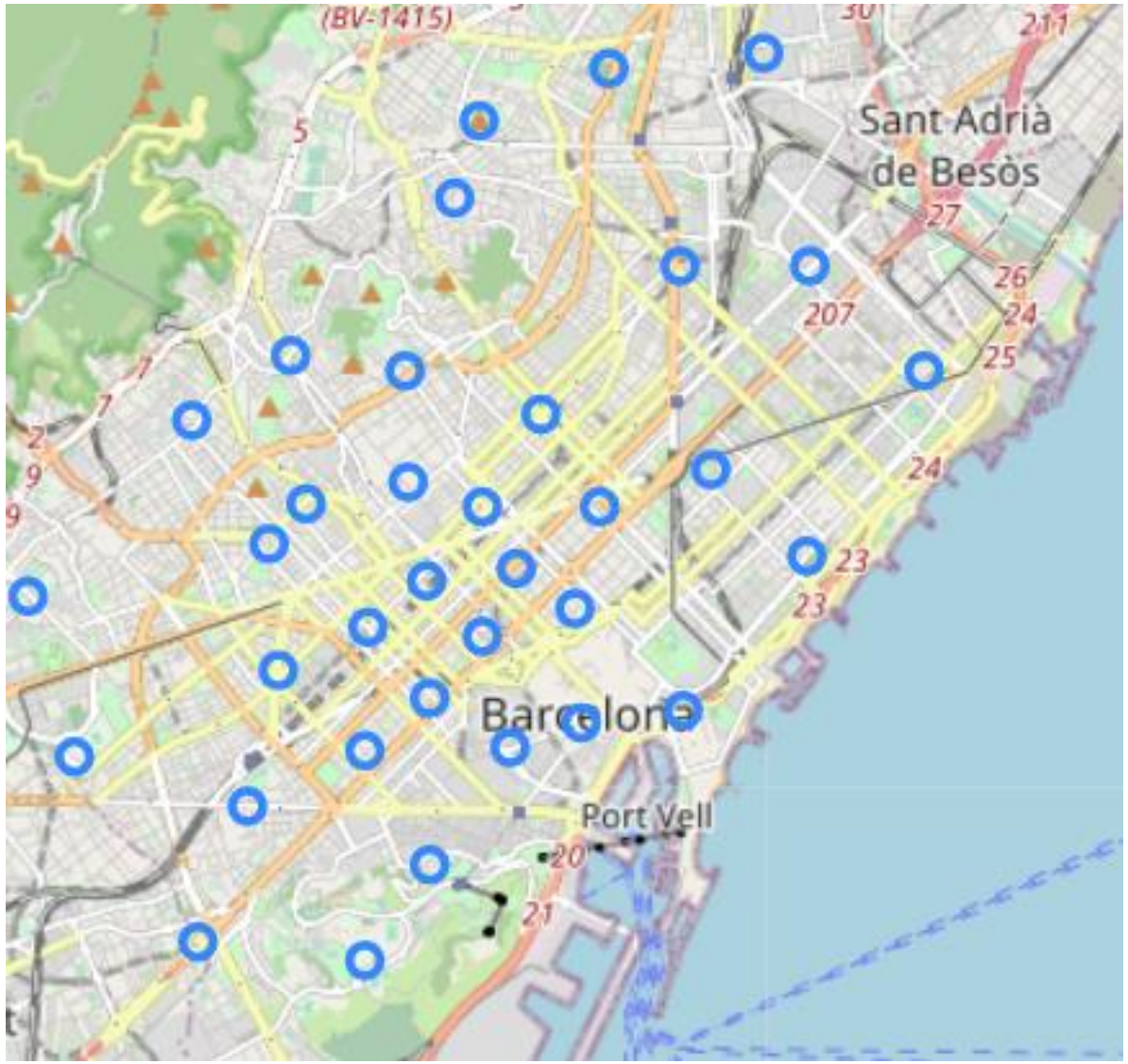
Introduction

- Introduction of Visa Free Travel enables frequent and cheap travels for masses
- Travel Company where I work as analyst for – wants
  - To Maintain advantage over competition – customer tailored tour recommendations
  - To Gain on changes introduced earlier – frequent and cheap flights for masses
- Solution to the problem – Use Machine Learning to avoid losing main advantage as well as losing new customers

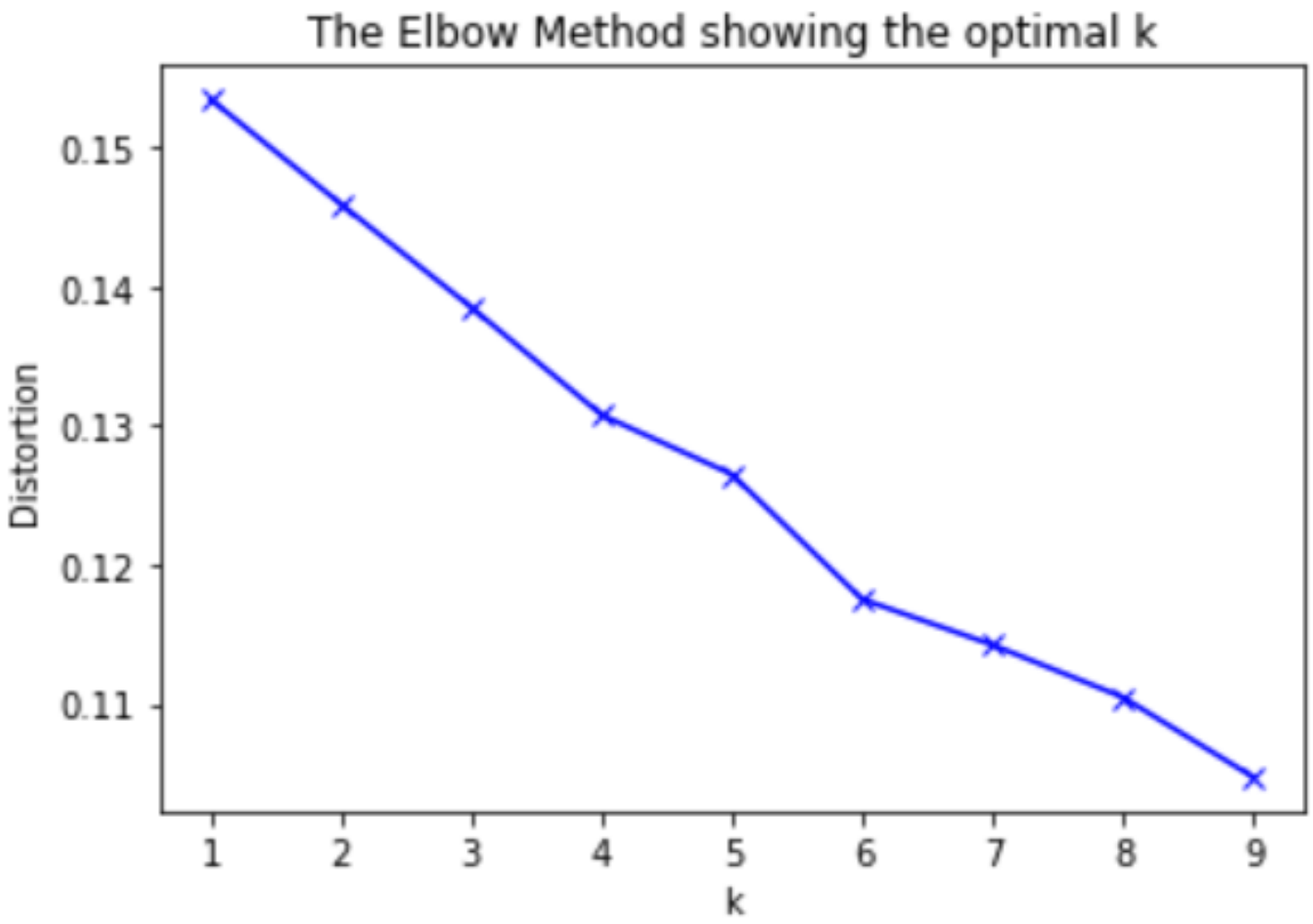
Data

- Neighborhoods and Postal Codes of Barcelona – local file
- Latitude and Longitude of Postal Codes – Through Argis Geocoder
- Venue Data of neighborhoods - Through Foursquare API

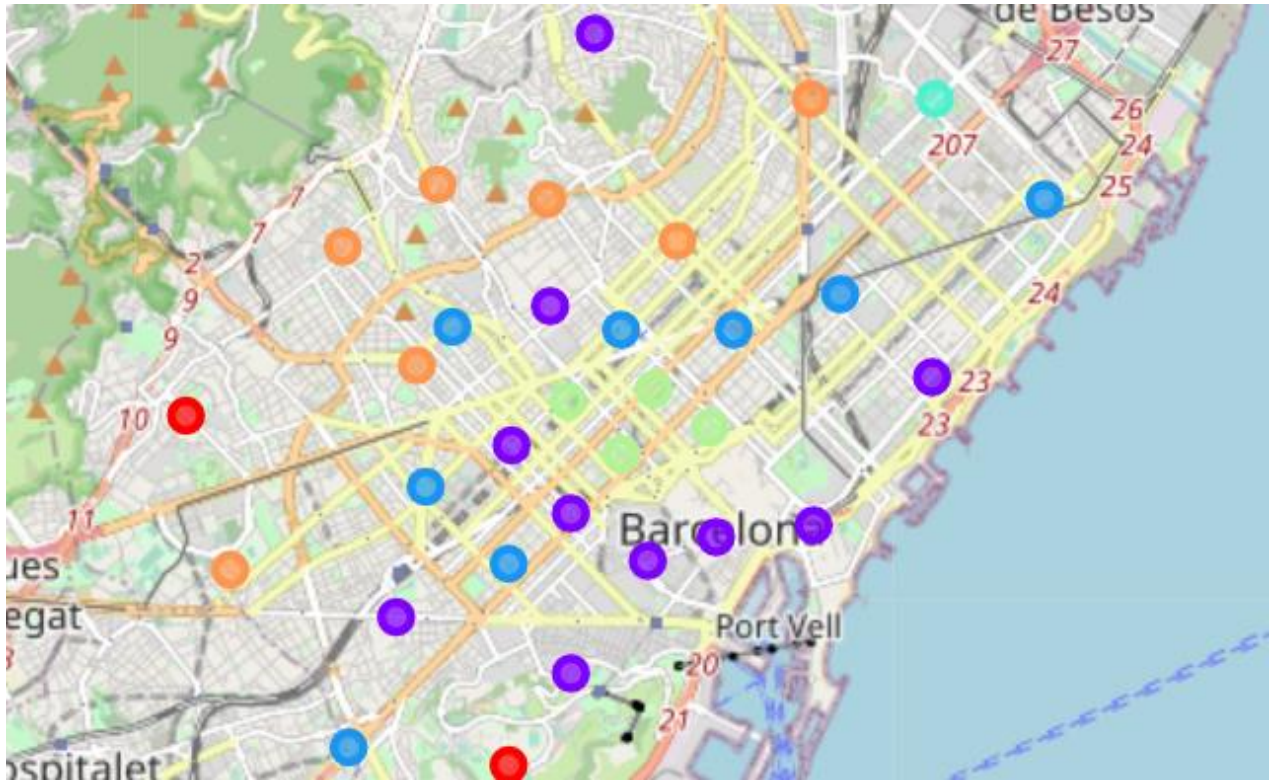


Methodology

- Neighborhoods grouped by top 10 venue categories
- K-means clustering unsupervised machine learning algorithm is used to find appropriate clusters
- Optimal of K-means cluster count is determined by elbow method

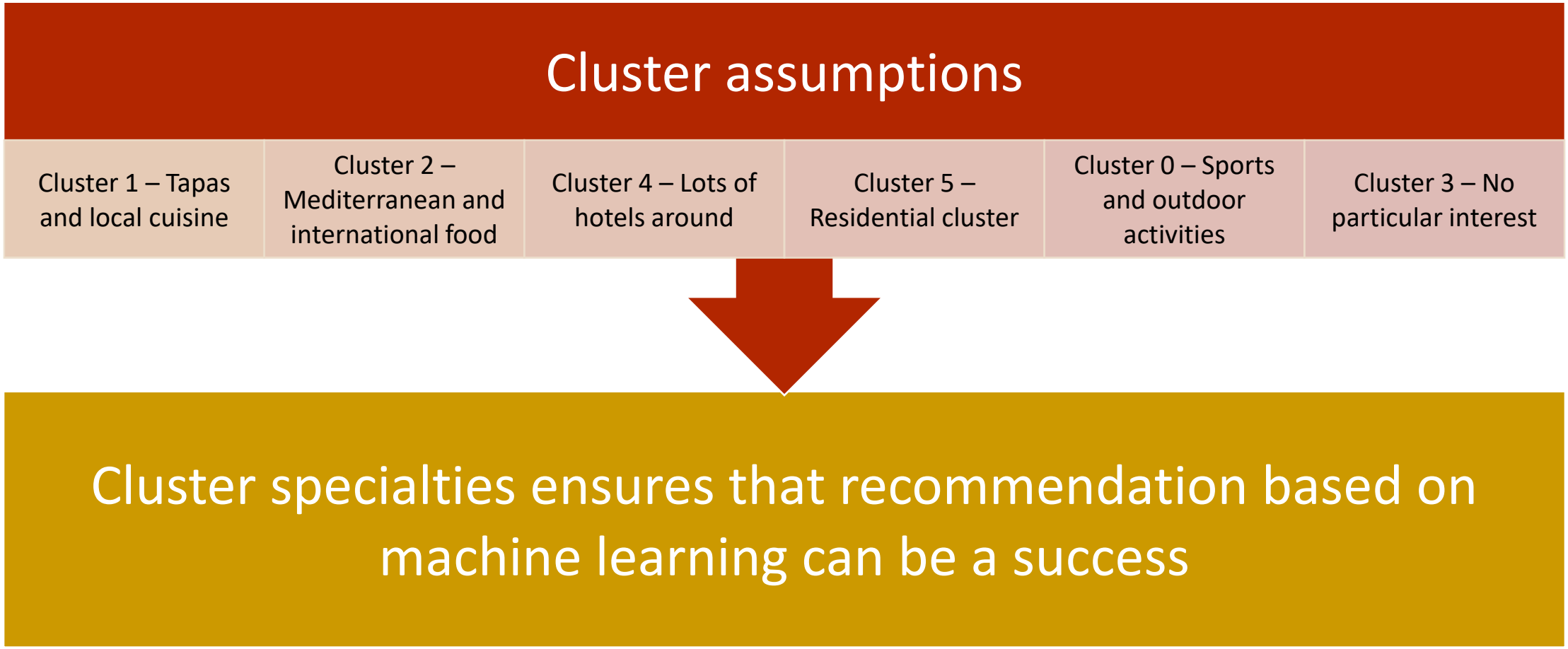


Results



- Results are checked
  - On map
  - By individual neighborhoods
  - By aggregated clusters

Discussion & Conclusion



Thanks