Capstone Project

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Tourist Map for Hamburg

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**Introduction / Business Problem**

When visiting a new city, most people use some kind of Tourist Guide; Be it a Guidebook, websites like Tripadvisor, or a person that is already familiar with the city. Means like these help with orienting in a city based on experience from others, which poses a good starting point for discovering a city on one’s own. However, vibrant metropols like Amsterdam, Paris or Berlin are characterized by constant change in many domains of public life: Bars, Clubs, Restaurants, Cafés and many more localities are opening and closing with a rapid frequency. Along with this (and possibly caused by this), city districts continously change their appearance, their character, and the target audience they attract. To keep track of a city’s transformation, an up-to-date overview over localities in a citys districts would be helpful, allowing tourists to specifically target those areas that fulfill their wishes regarding gastronomic establishments. Websites like Tripadvisor offer an overview over different locations of establishments in the form of city maps, however requiring to look at every single establishment to check, whether the respective establishment is a café, a bar, a restaurant, etc. The sheer amount of information on sites like Tripadvisor might further be overwhelming, leaving tourists wishing for a quick overview over district characteristics reagarding the number of establishments from various categories located there. In order to easen the process of getting such an overview, a map covering all that information would come in handy for many tourists. Along with the information about the number of establishments from various categories, the density of inhabitants might be of interest in such a context as well; Some “business districts” might have many restaurants and takeaways, which might be located there mainly to provide nearby businesses with lunch opportunities. Such districts would probably not be of interest for most tourists. Contrary to that, “scene districts” showing the same amount of establishments but a much higher population denisty are likely to satisfy many tourists in their search for amusement and consumption. The population density therefore seems to serve as a appropriate variable to enrich the information of establishment numbers to ultimately provide an accurate and precise guidance for tourists. To allow getting a real quick impression over the characteristic of a district, the single districts of a city are further clustered and assigned to categories, depending on the number of establishments of various categories and the density of inhabitants.

Creating such a helpful, easy-to-use and up-to-date map for tourists could be of great value for stakeholders like tourist websites such as Tripadvisor and Yelp, or online Guidebooks such as “marcopolo”, targeting especially gastronomy-oriented and tech-affine tourists. The creation of the proposed map is the goal of the Capstone project at hand. This approach is tested for the city of Hamburg, as it is the second largest city in Germany, shows a wide variety in districts and happens to be my beautiful hometown.

**Data**

The project at hand specifically focuses on the characteristics of city districts. I therefore looked for socioeconomic data for city districts as well as the corresponding Geodata. The socioeconomic profile of city districts was obtained from:

[https://www.statistik-nord.de/zahlen-fakten/regionalstatistik-datenbanken-und-karten/hamburger-stadtteil-profile-staedtestatistik-fuer-hamburg](https://www.statistik-nord.de/zahlen-fakten/regionalstatistik-datenbanken-und-karten/hamburger-stadtteil-profile-staedtestatistik-fuer-hamburg%22)

From this source, I used the district names, their area size, the inhabitant number and economic data such as price per sqaure meter for a flat. Those economic variables were later dropped from the analysis beacaus of the high missing rates.

The Geodata could be obtained by ESRI Germany’s API:

<https://opendata-esri-de.opendata.arcgis.com/datasets/8437e52c5e2d4963b6098accf571a891_0/geoservice?geometry=7.392%2C53.395%2C11.347%2C53.965>

This API delivers a simple GeoJSON file for all city districts of Hamburg containing information about the districts name as well as the polygon shape of the respective districts in World Geodetic System 1984 (WGS84) coordinates.

Further, the establishment data was retrieved from the Foursquare API. With the data within the GeoJSON file mentioned before, I computed the center coordinates for each district, to obtain the coordinates to pass into the Foursquare API for establishment retrieval. I used a search request and passed those coordinates as well as a limit of 1000 establishments per neighborhood in. The radius to search in was determined by the area size of each Neighborhood. For further details, see the Methodology section. The variables used from the Foursquare API were the venue names, the venue category, as well as the latitude and longitude of each venue. All of this information was stored in a dataframe along with the name and coordinates of the neighborhood whose coordinated were used to make the search request. Specifically, the dataframe from the API retrieval looked like this:

Ein Bild, das Tisch enthält.

Automatisch generierte Beschreibung