



INNOVATION. AUTOMATION. ANALYTICS

WELCOME EVERYONE

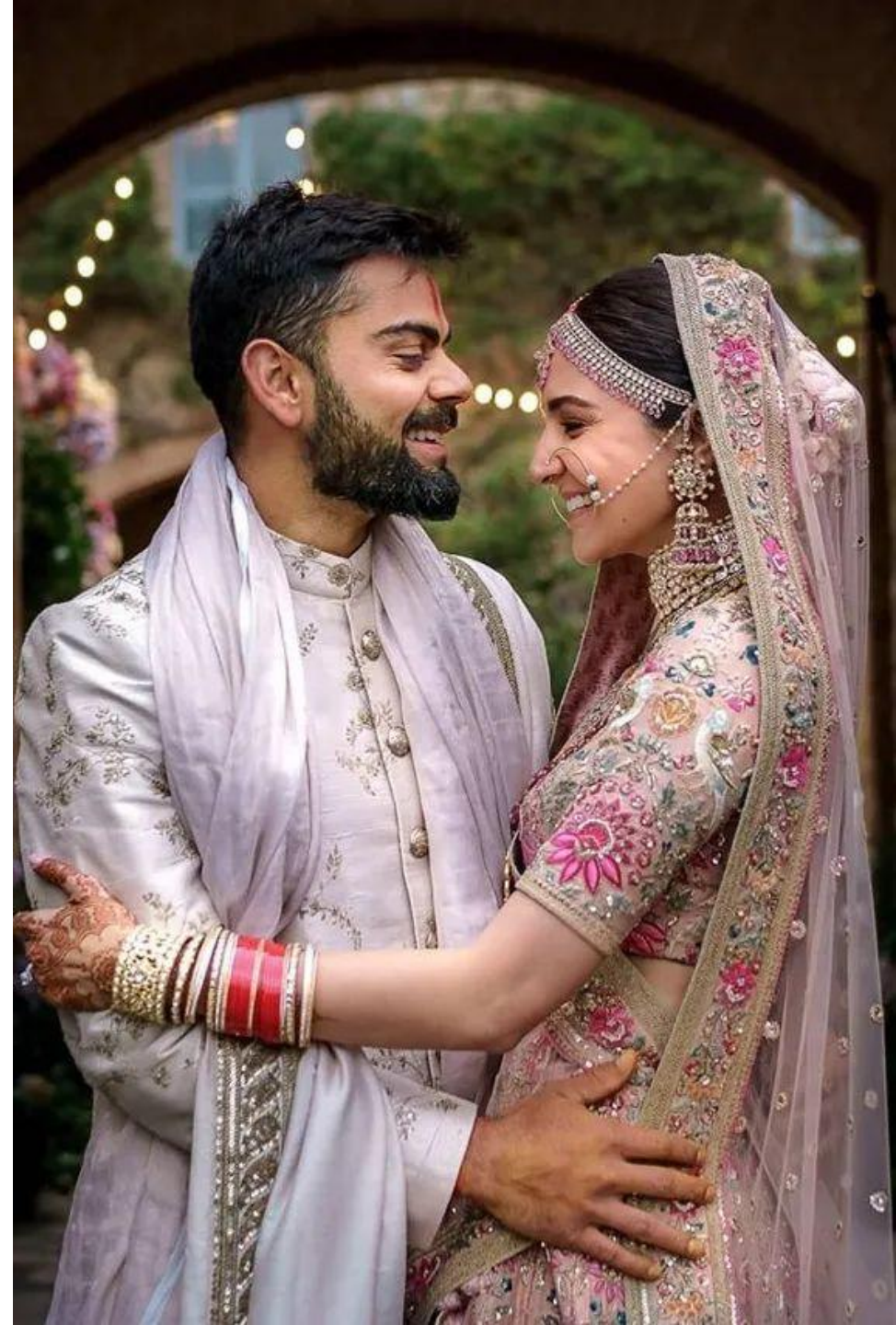


WedWise : Smart Venue Choices

**Implies a wise, analytical approach to
selecting wedding venues.**

**- Ruchita Patil
(Presenter)**

HOW DO I
CHOOSE THIS
T♥PIC ?



ABOUT ME

- My name is Ruchita Patil, I Have recently completed my Bachelors Of Technology (B.Tech) in Artificial Intelligence from G H Rasoni College Of Engineering And Management, Jalgaon, Maharashtra.
- Currently, I am pursuing a Data Science course at Innomatics Research Labs, Pune. I developed a strong interest in coding during my four years of college while learning Python, ML, and DL.
- As a passionate AI student, I chose to begin with data science as the first step towards mastering Generative AI.
- I am actively building my skills by scraping data from websites, cleaning it, and extracting meaningful and actionable insights.
- Here are links to my LinkedIn and GitHub profiles:
- www.linkedin.com/in/patil-ruchita
- <https://github.com/Ruchii151>

PROBLEM STATEMENT

- Identifying which venue attributes most influence its popularity (measured by user reviews, ratings, prices, or amenities).
- Information overload caused by large numbers of listings.

OBJECTIVE

- To identify key factors that influence the popularity of wedding venues.
- To generate actionable insights that can improve venue recommendations for users and help venue owners enhance their offerings on wedding planning platforms.

WEB SCRAPPING PROCESS

- Inspecting structure of the website
- Selecting various appropriate tags for extracting various categories.
- Used libraries:
 - Requests: to get response from website
 - BeautifulSoup: for parsing the html data/content
 - Pandas: for data cleaning and manipulation
 - Matplotlib: for visualization
 - Seaborn: for visualization

Website: <https://www.wedmegood.com/>

[Wed Me Good]

AFTER SCRAPPING / BEFORE EDA DATAFRAME

	Name	Type	Location	Ratings	Reviews	Menu_Price	Pax	Rooms	Amenities
0	AMBAR PALMS ARAVALI	Banquet Halls, Marriage Garden / Lawns	Sohna Road, Delhi NCR	5.0	15 reviews	₹1,800per plate	100-600	33.0	+5 more
1	Cherish Ballrooms at Imperial Club of India	Banquet Halls, Marriage Garden / Lawns	Vasant Kunj, Delhi NCR	5.0	4 reviews	₹3,000per plate	80-650	20.0	+4 more
2	Moksha Himalaya Spa Resort Himachal Pradesh	4 Star & Above Wedding Hotels, Banquet Halls	Delhi NCR	4.9	6 reviews	₹4,500per plate	70-700	110.0	+5 more
3	Crowne Plaza New Delhi Okhla, an IHG Hotel	4 Star & Above Wedding Hotels, Banquet Halls	Okhla, Delhi NCR	5.0	10 reviews	₹3,199per plate	40-600	208.0	+5 more
4	Radiance Tania Farms	Banquet Halls, Marriage Garden / Lawns	Chattarpur, Delhi NCR	4.8	19 reviews	₹2,300per plate	200-1500	7.0	+6 more
5	Hotel Surya Grand	Banquet Halls, 3 Star Hotels with Banquets	Rajouri Garden, Delhi NCR	4.9	191 reviews	₹1,800per plate	50-600	22.0	+6 more
6	The Leela Palace New Delhi	4 Star & Above Wedding Hotels, Banquet Halls	New Delhi, Delhi NCR	4.7	14 reviews	₹6,000per plate	25-300	254.0	+4 more
7	Park Boulevard Hotel, New Delhi	4 Star & Above Wedding Hotels, Banquet Halls	Chattarpur, Delhi NCR	5.0	52 reviews	₹4,200per plate	300-1000	45.0	+7 more
8	Crowne Plaza New Delhi Mayur Vihar Noida, an I...	4 Star & Above Wedding Hotels, Banquet Halls	Mayur Vihar, Delhi NCR	4.6	19 reviews	₹2,500per plate	30-700	160.0	+4 more
9	Tivoli Bijwasan	Banquet Halls, Marriage Garden / Lawns	Delhi NCR	NaN	25 reviews	₹3,000per plate	150-1400	16.0	+4 more

AFTER EDA DATAFRAME

	Name	Type	Ratings	Reviews	Menu_Price	Rooms	Pax_Min	Pax_Max	Destination	Amenities_+more
0	ambar palms aravali	banquet halls, marriage garden / lawns	5.0	15	1800.0	33	100	600	ncr	5
1	cherish ballrooms at imperial club of india	banquet halls, marriage garden / lawns	5.0	4	3000.0	20	80	650	ncr	4
2	moksha himalaya spa resort himachal pradesh	4 star & above wedding hotels, banquet halls	4.9	6	4500.0	110	70	700	ncr	5
3	crowne plaza new delhi okhla, an ihg hotel	4 star & above wedding hotels, banquet halls	5.0	10	3199.0	208	40	600	ncr	5
4	radiance tania farms	banquet halls, marriage garden / lawns	4.8	19	2300.0	7	200	1500	ncr	6
5	hotel surya grand	banquet halls, 3 star hotels with banquets	4.9	191	1800.0	22	50	600	ncr	6
6	the leela palace new delhi	4 star & above wedding hotels, banquet halls	4.7	14	6000.0	254	25	300	ncr	4
7	park boulevard hotel, new delhi	4 star & above wedding hotels, banquet halls	5.0	52	4200.0	45	300	1000	ncr	7
8	crowne plaza new delhi mayur vihar noida, an i...	4 star & above wedding hotels, banquet halls	4.6	19	2500.0	160	30	700	ncr	4
9	tivoli bijwasan	banquet halls, marriage garden / lawns	5.0	25	3000.0	16	150	1400	ncr	4

DIVISION OF FEATURES

- **Numerical Columns:**

- **Ratings** : Defines the number of ratings.
- **Reviews** : Defines the number of reviews.
- **Menu Price** : Shows the prices in INR.
- **Rooms** : Defines the number of rooms.
- **Pax Min** : Shows the number minimum persons/passengers.
- **Pax Max** : Shows the number maximum persons/passengers.
- **Amenities +More** : Defines how many more services are available

- **Categorical Columns:**

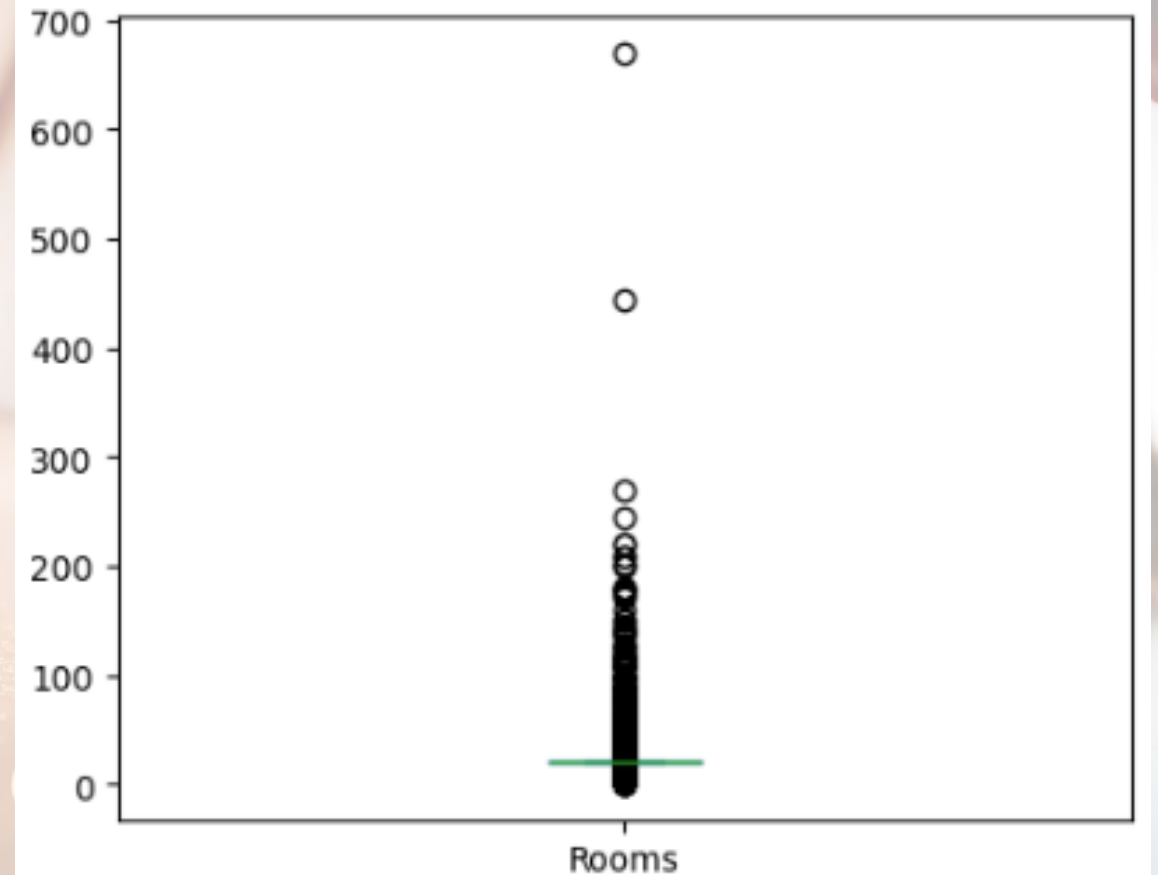
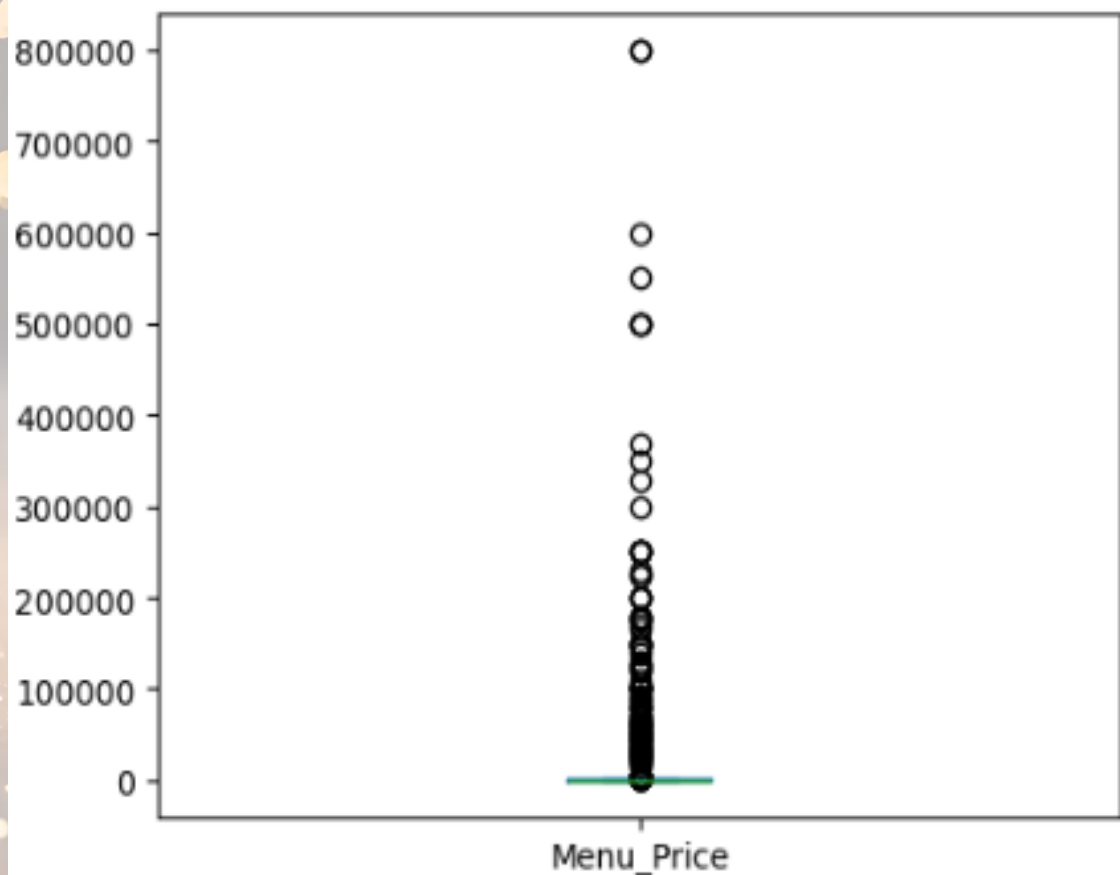
- **Name** : Defines all the names of the venues.
- **Type** : Contains all data about which type of hall/halls it has.
- **Destination** : Shows where the venue is.

TYPES OF VENUES

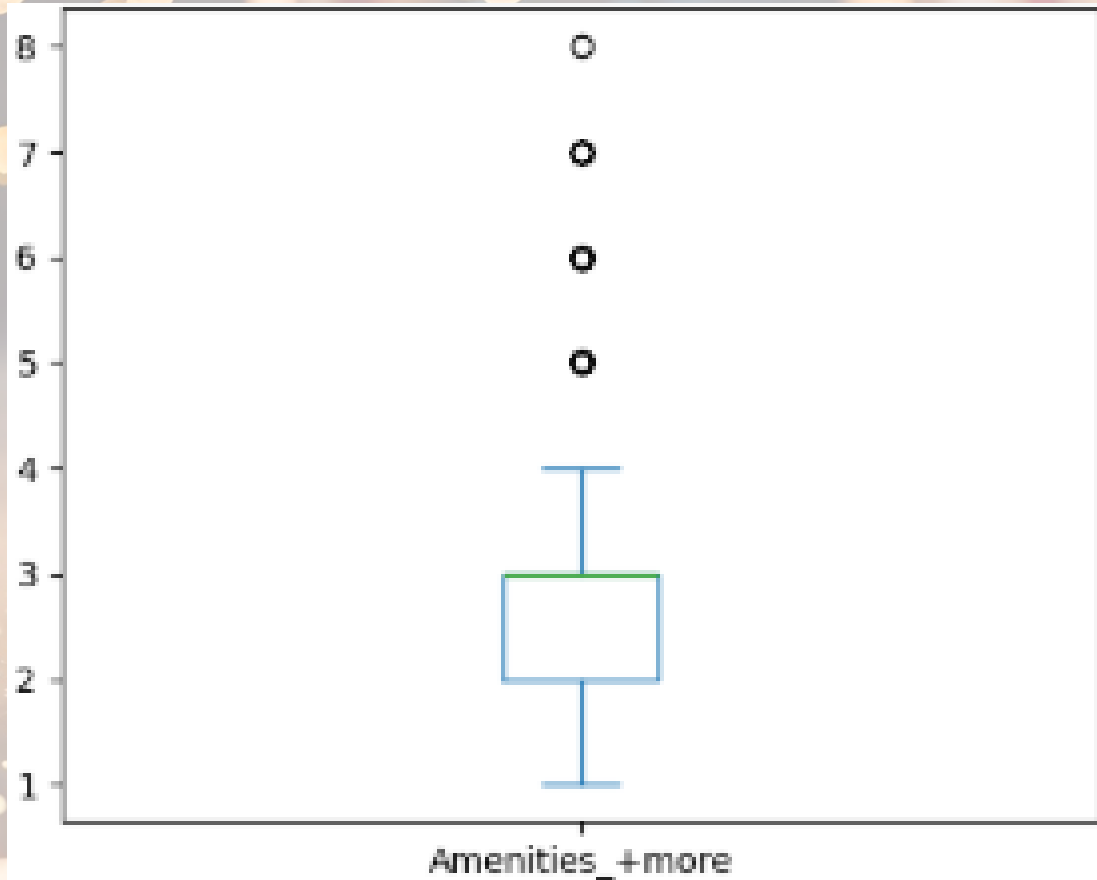
- Banquet Halls
- Marriage Garden /Lawns
- 3 Star Hotels
- 4 Star & Above Wedding Hotels
- 5 Star Luxury Wedding Hotels
- Convention / Function Halls
- Party Restaurants / Lounge Bars
- Wedding Farmhouses
- Small Function / Party Halls
- Wedding Resorts
- Destination Wedding Venues
- Forts / Palaces for Wedding



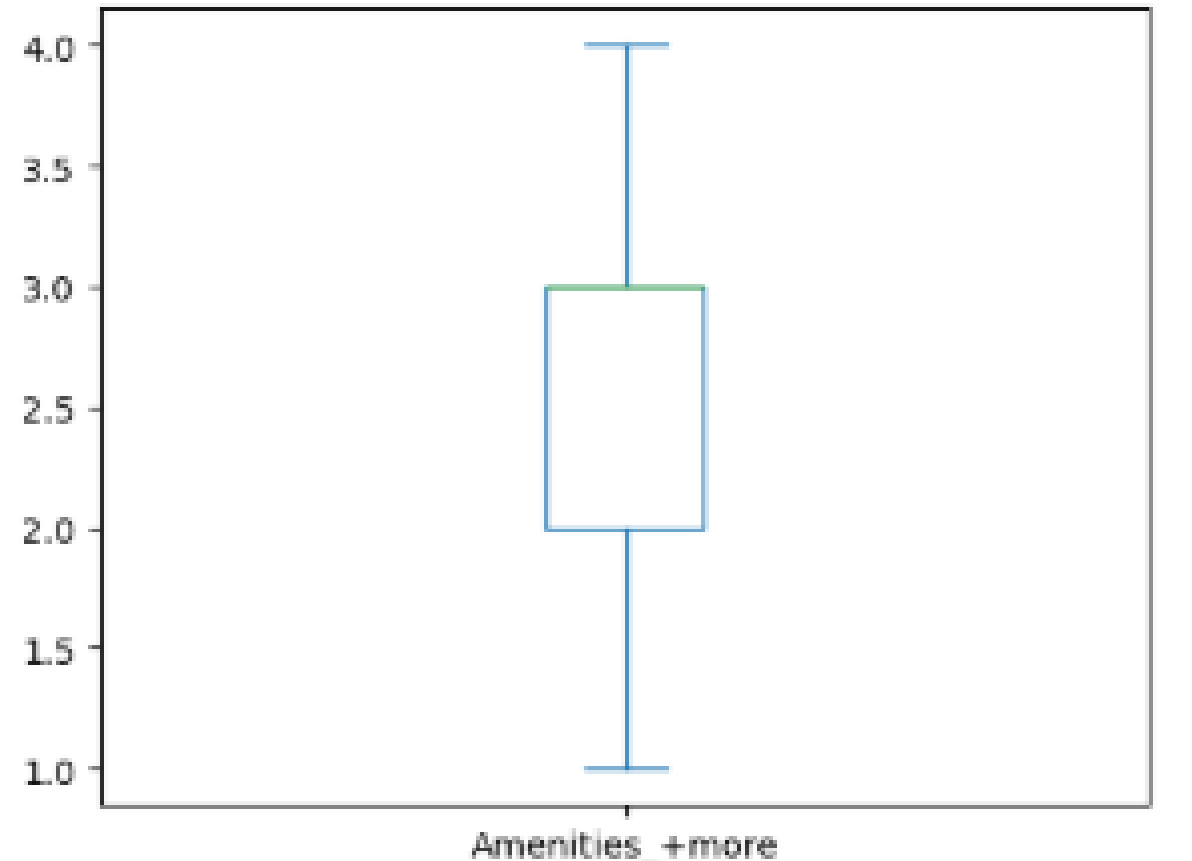
UNIVARIATE GRAPHS ON NUMERICAL COLUMNS



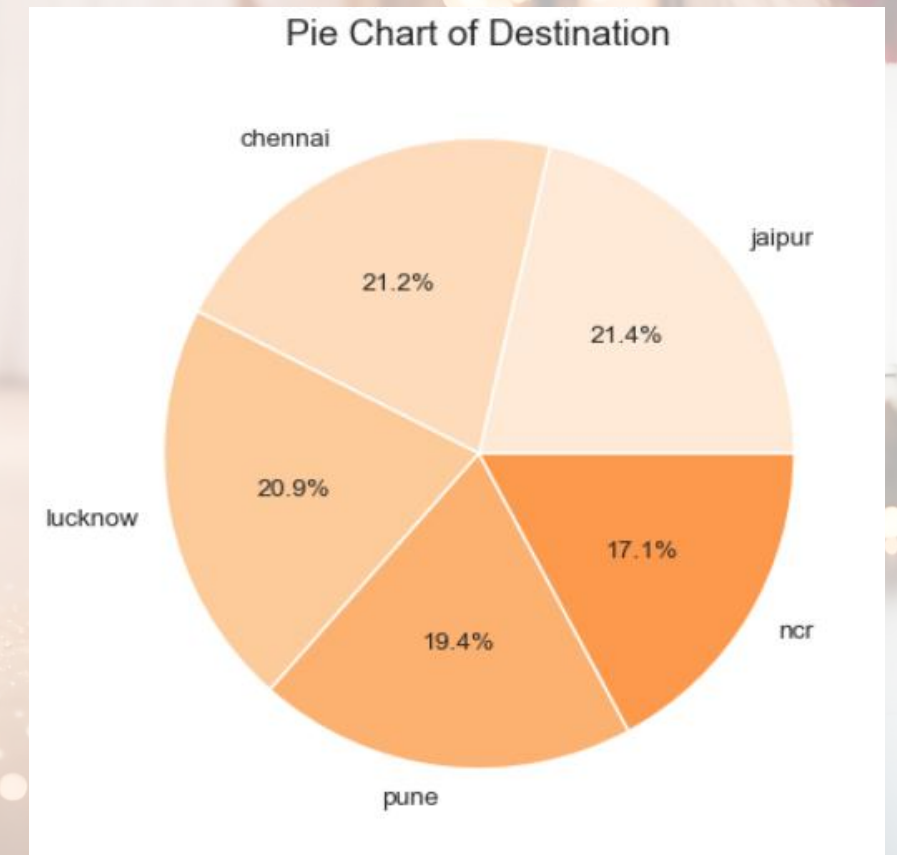
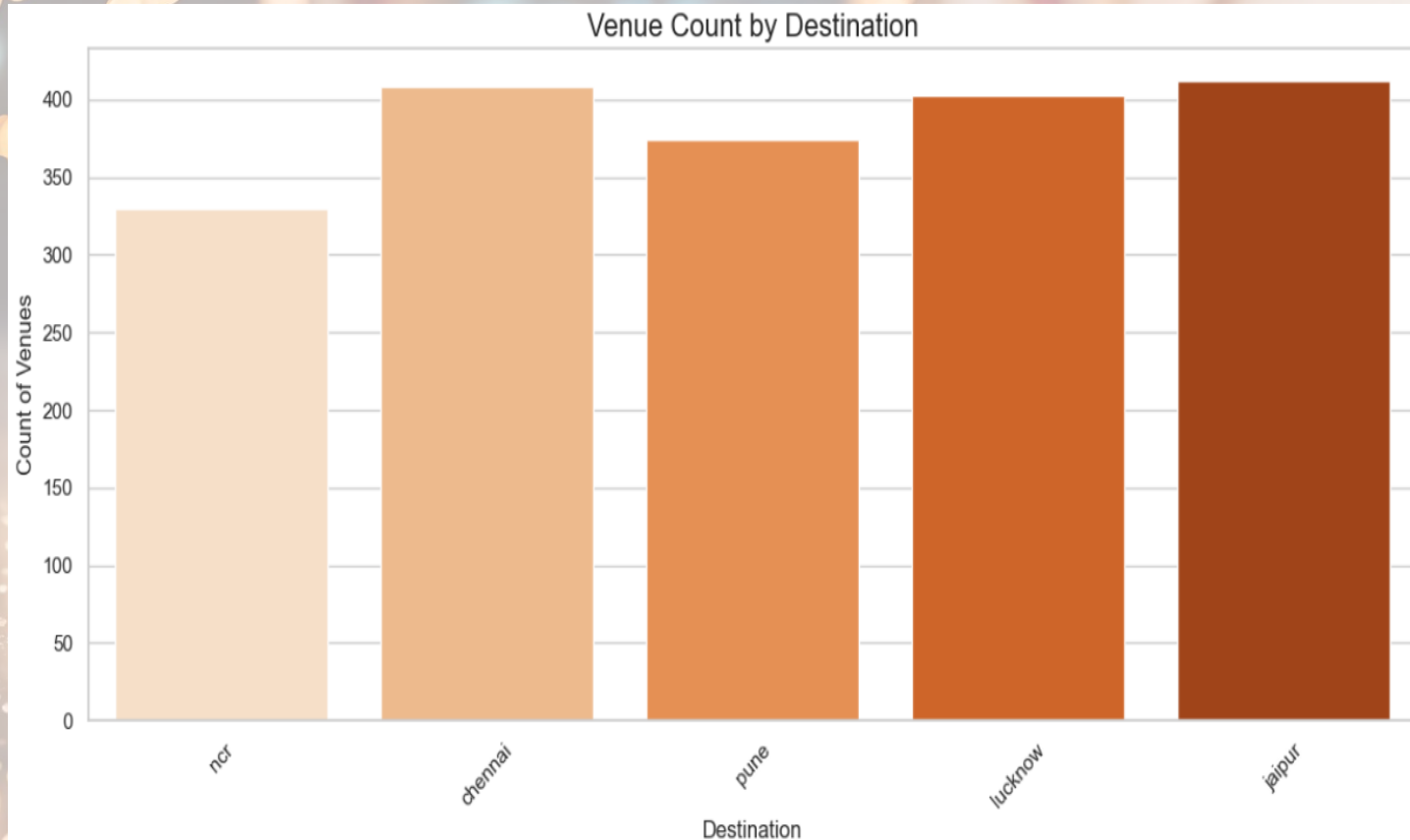
BEFORE HANDLING OUTLIERS



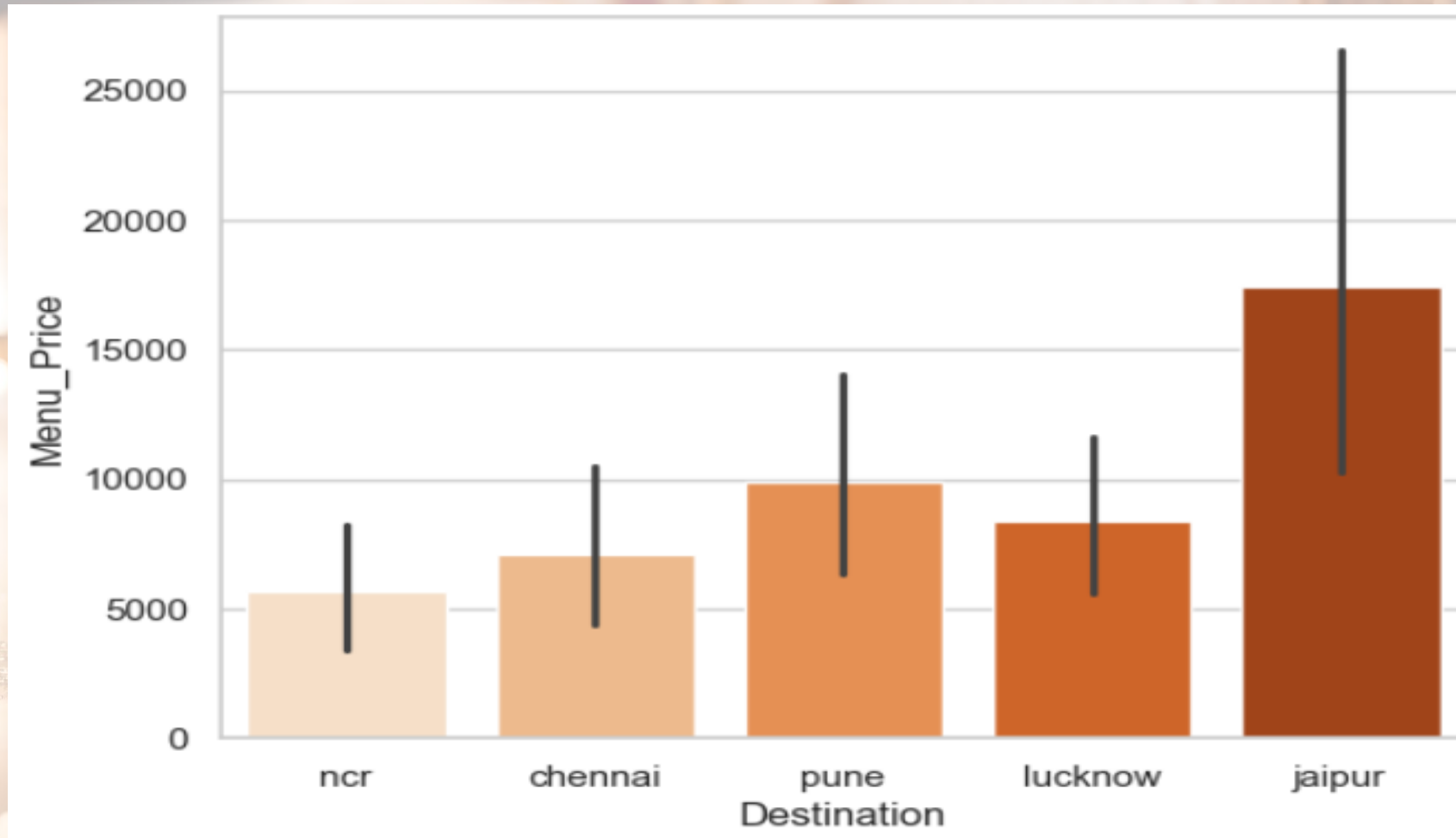
AFTER HANDLING OUTLIERS



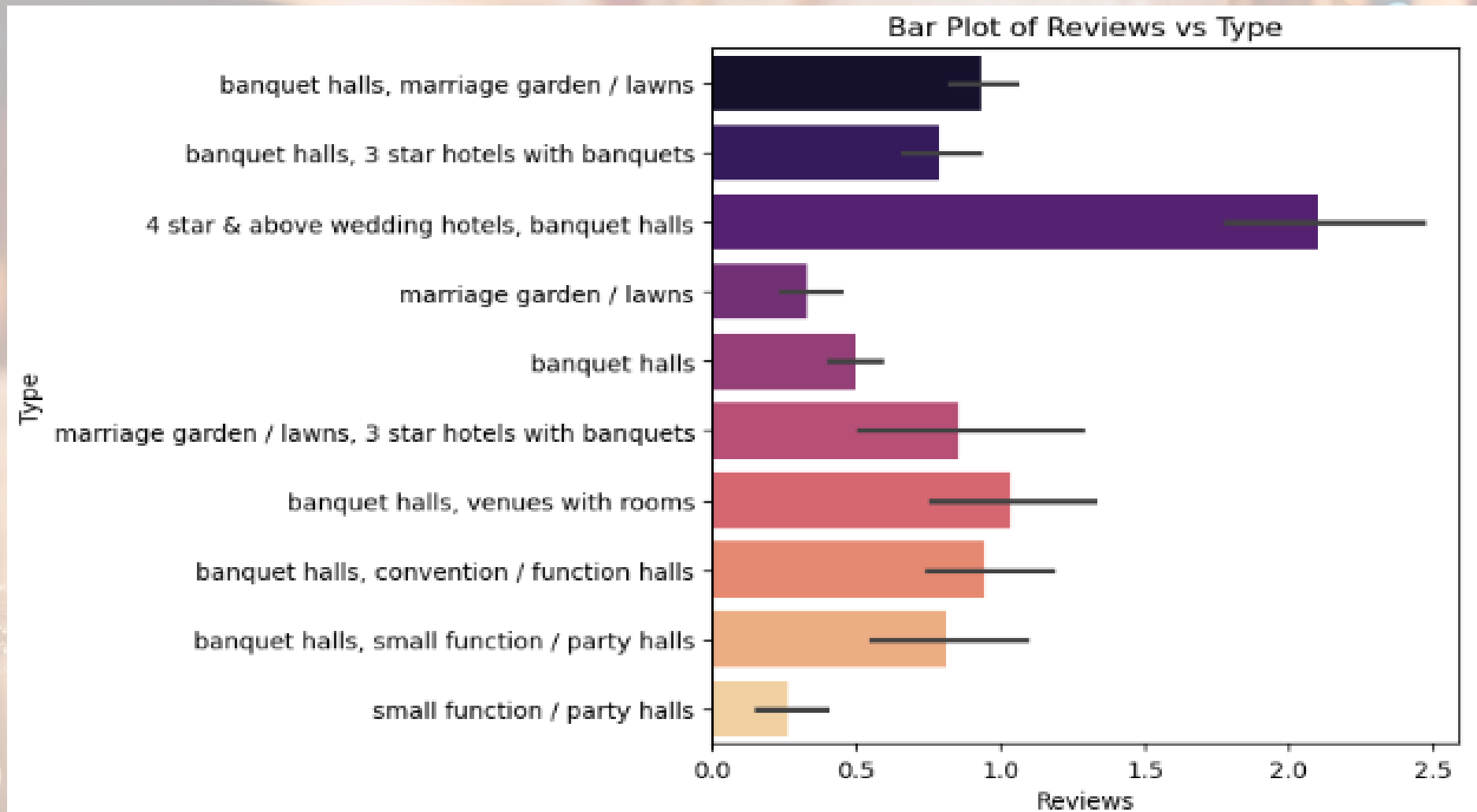
COUNT OF VENUES BY DESTINATION



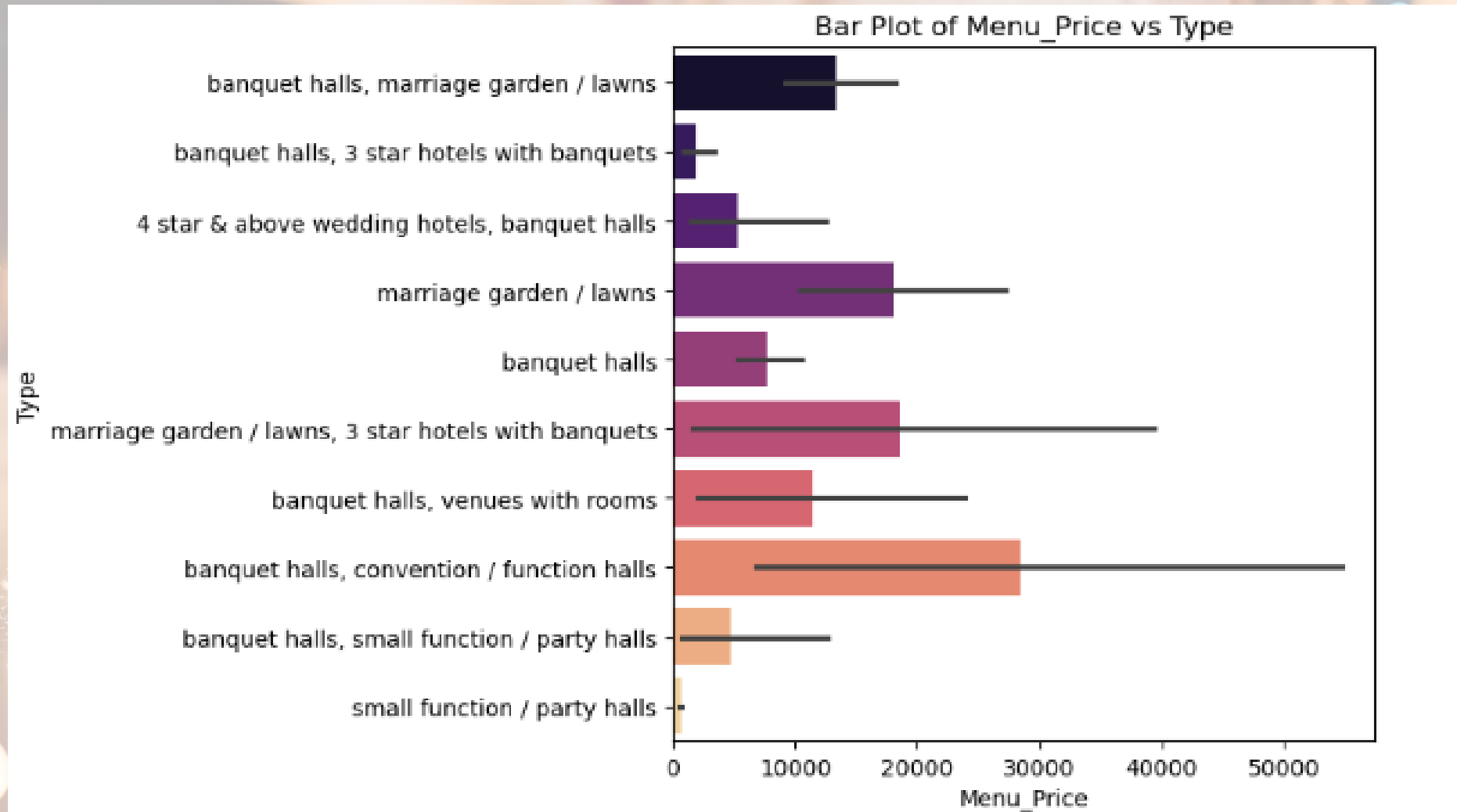
BIVARIATE ANALYSIS ON DESTINATION VS MENU PRICE



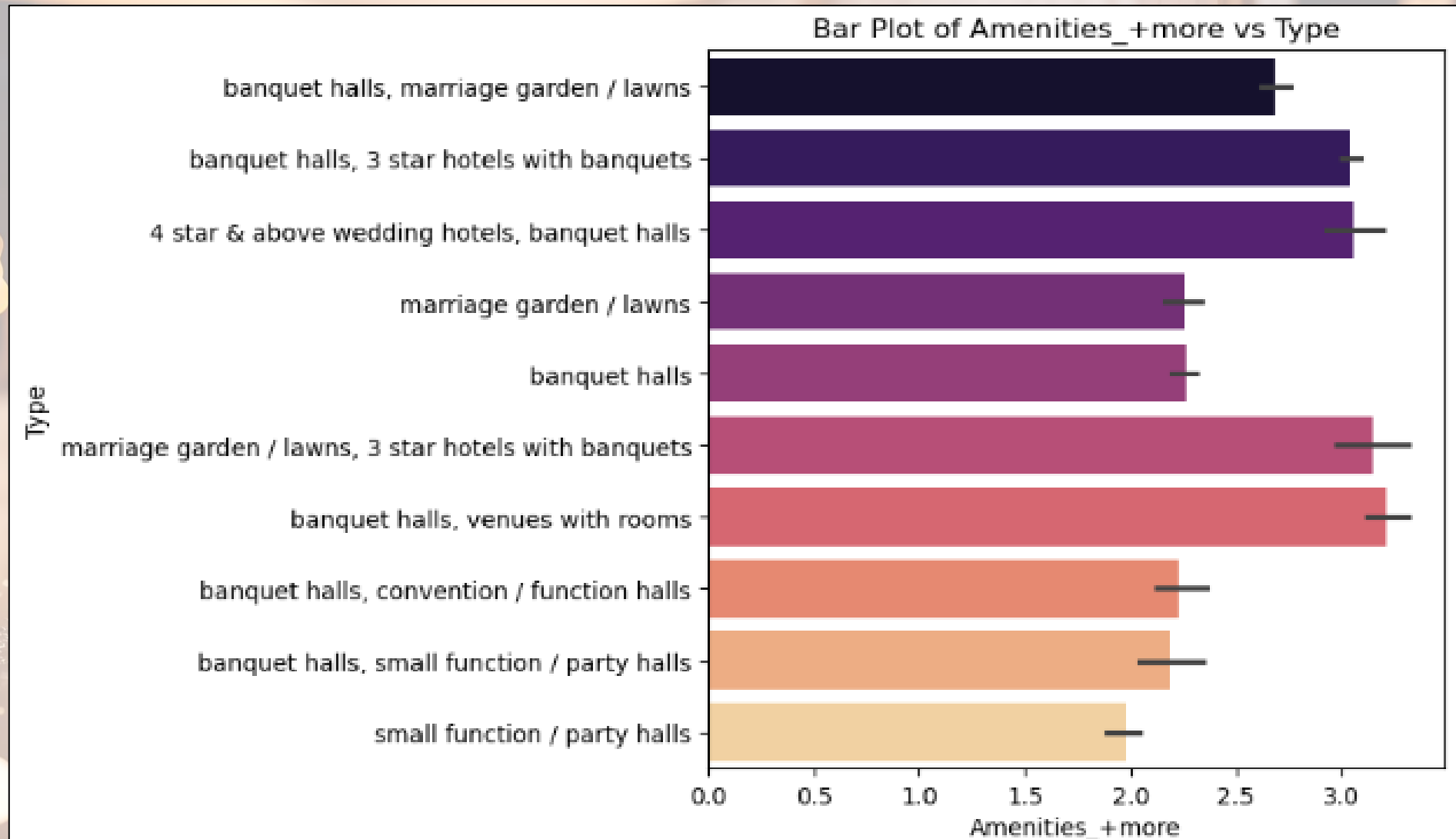
BIVARIATE ANALYSIS ON REVIEWS VS TYPE



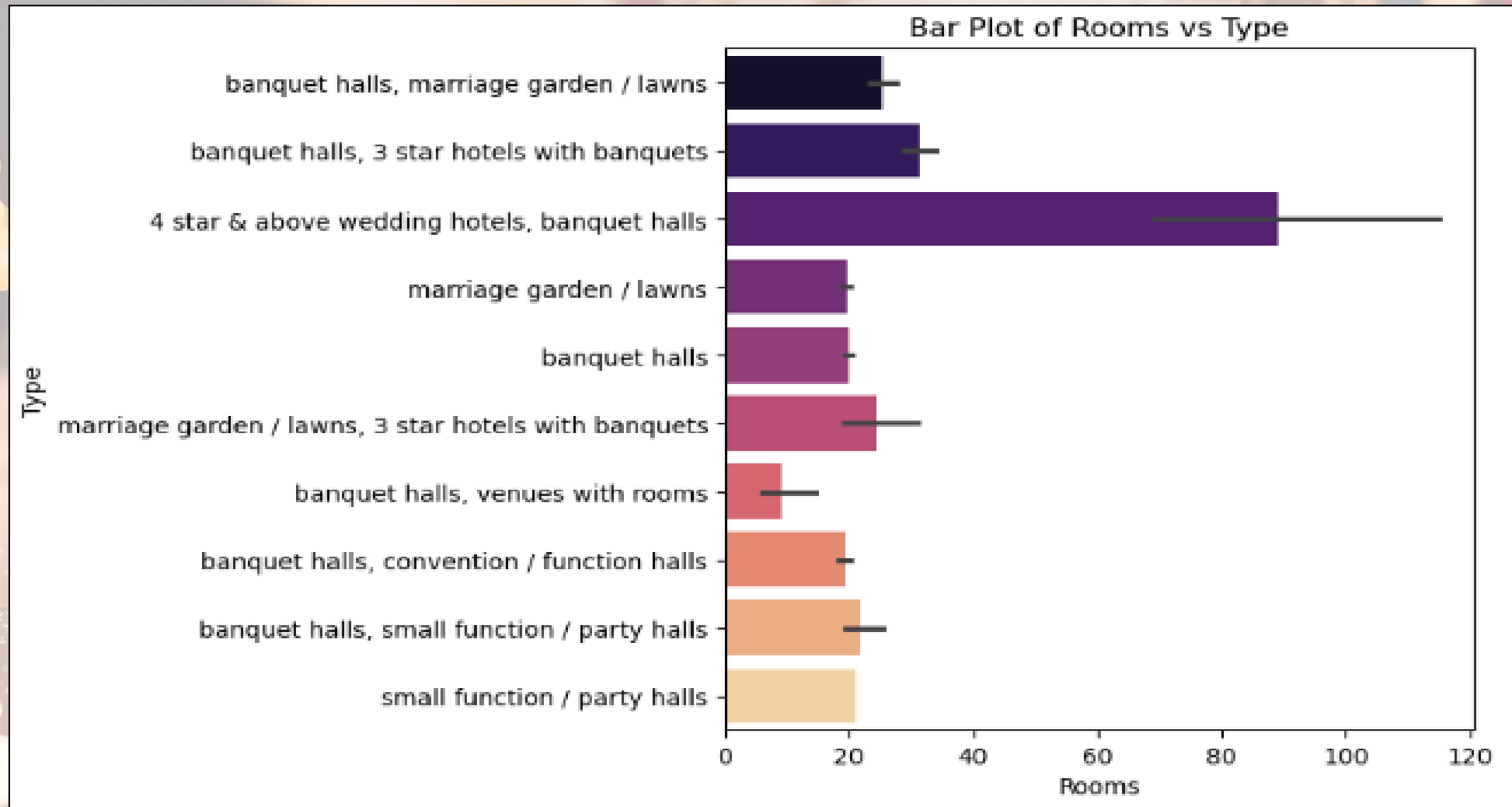
BIVARIATE ANALYSIS ON MENU PRICE VS TYPE



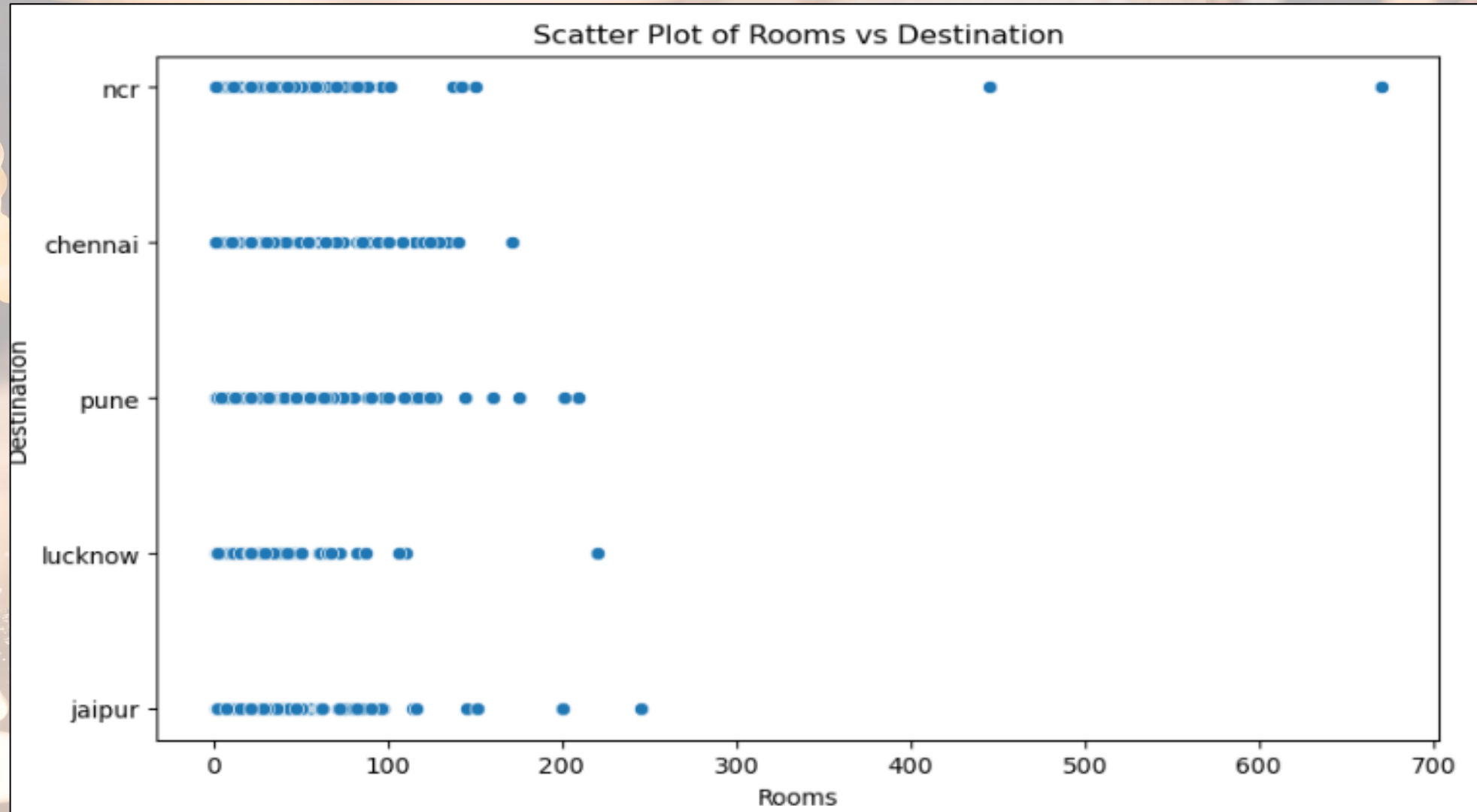
BIVARIATE ANALYSIS ON AMENITIES VS TYPE



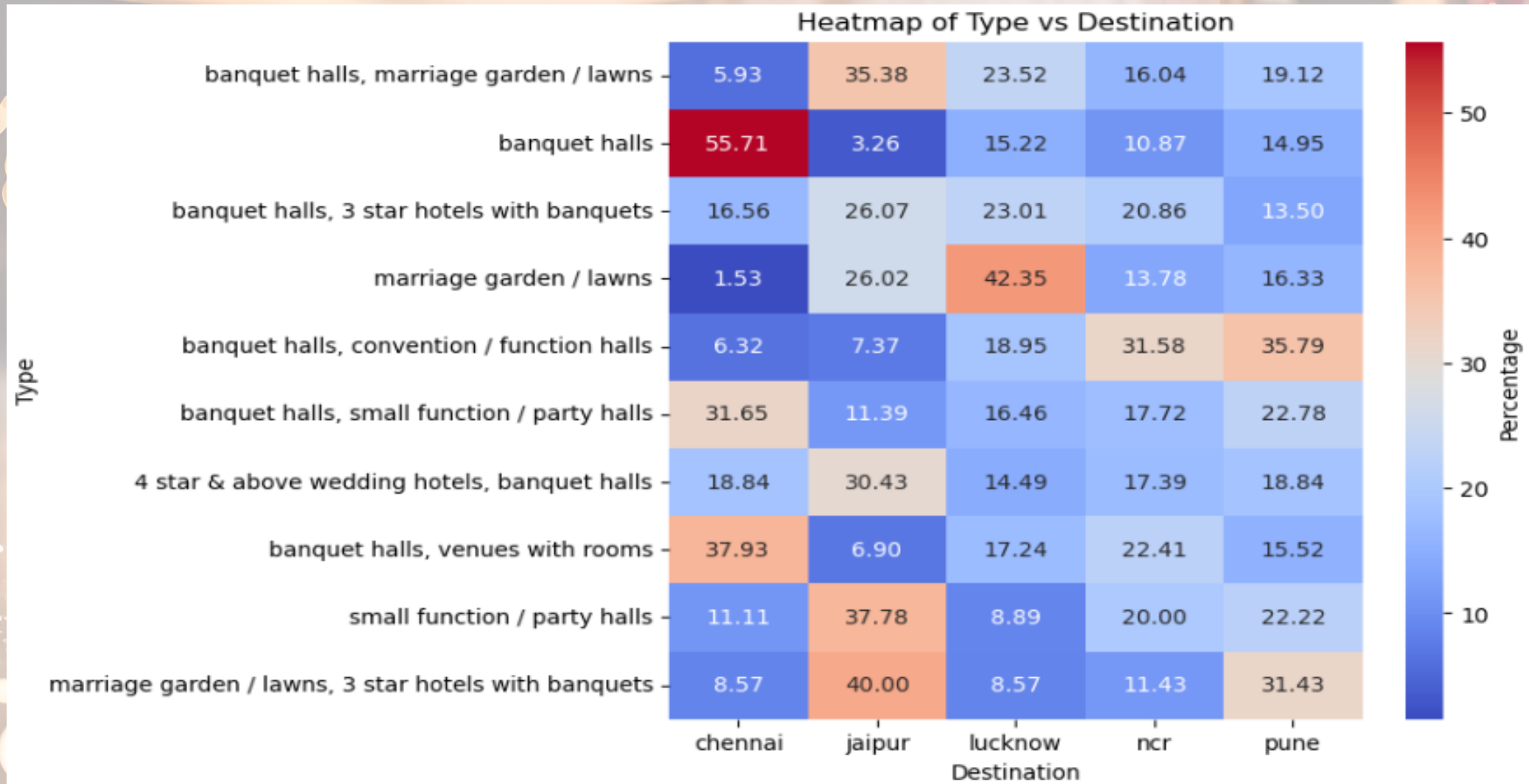
BIVARIATE ANALYSIS ON ROOMS VS TYPE



BIVARIATE ANALYSIS ON ROOMS VS DESTINATION



HEATMAP ON DESTINATION VS TYPE

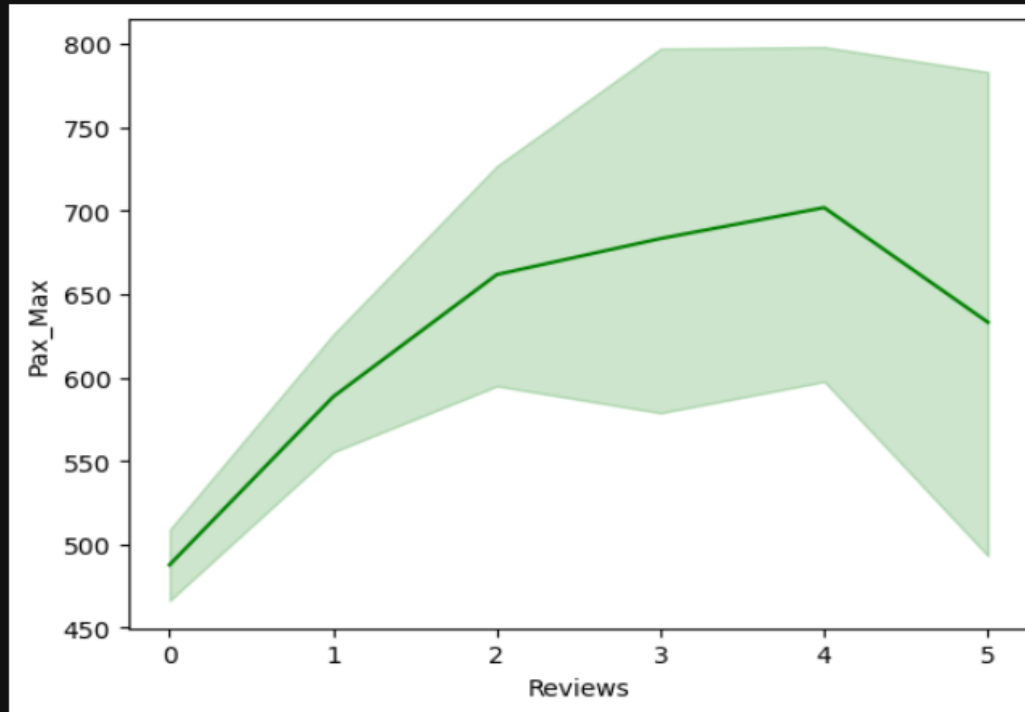


Reviews ke saath sare columns ki jodi jama ke dekhi, ab dekhte hai kiska kiske saath kitna gun milte hai

```
•[119]: # haanji bhaiyya ji aapke jara gun mil rhe hai issliye hamari beti(ppt) aapko aaccept krte hai  
sns.lineplot(data = df2 , x = "Reviews" , y = "Pax_Max" , color = "green")
```



```
[119]: <Axes: xlabel='Reviews', ylabel='Pax_Max'>
```

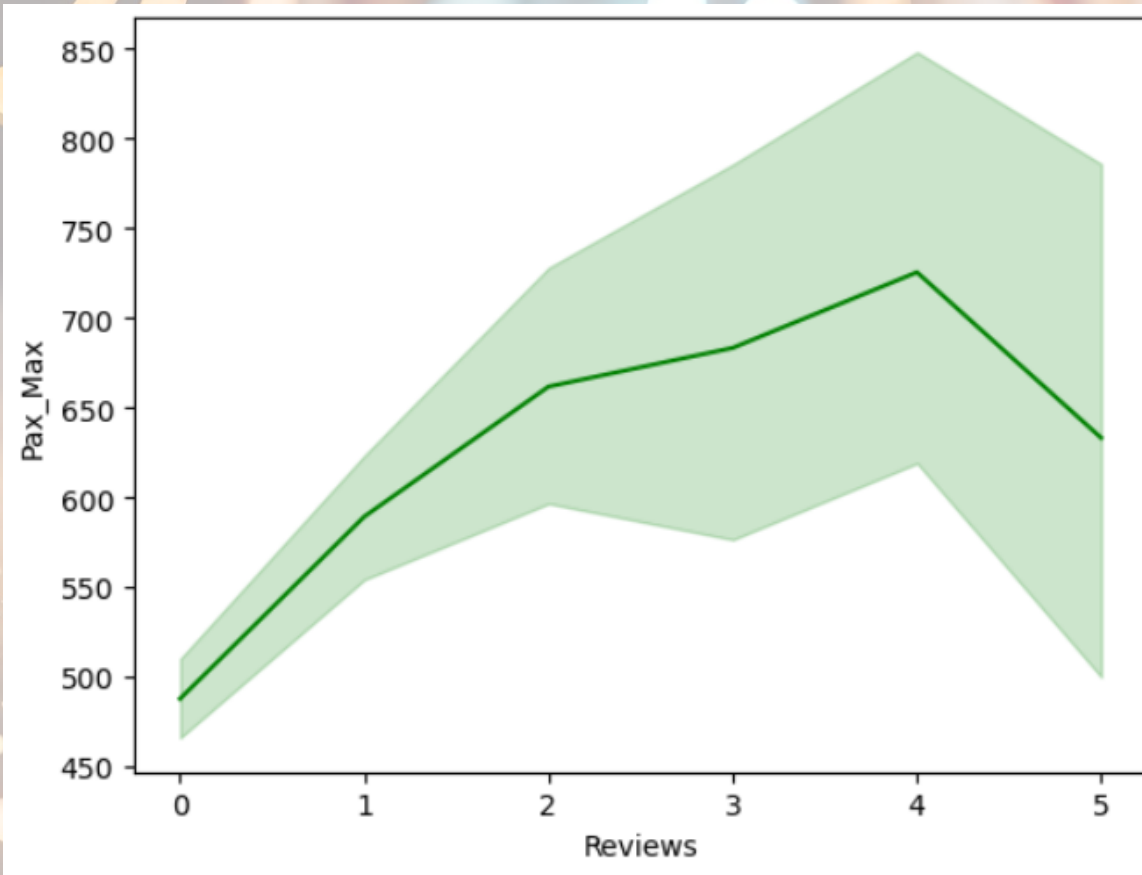


```
•[120]: # maine expect kiya tha ki tere mein toh kuch achhe and bht gun mil jayenge but nhi hai so aapko bhi reject kr rhe hai 🤔  
sns.lineplot(data = df2 , x = "Reviews" , y = "Rooms" , color = "red")
```

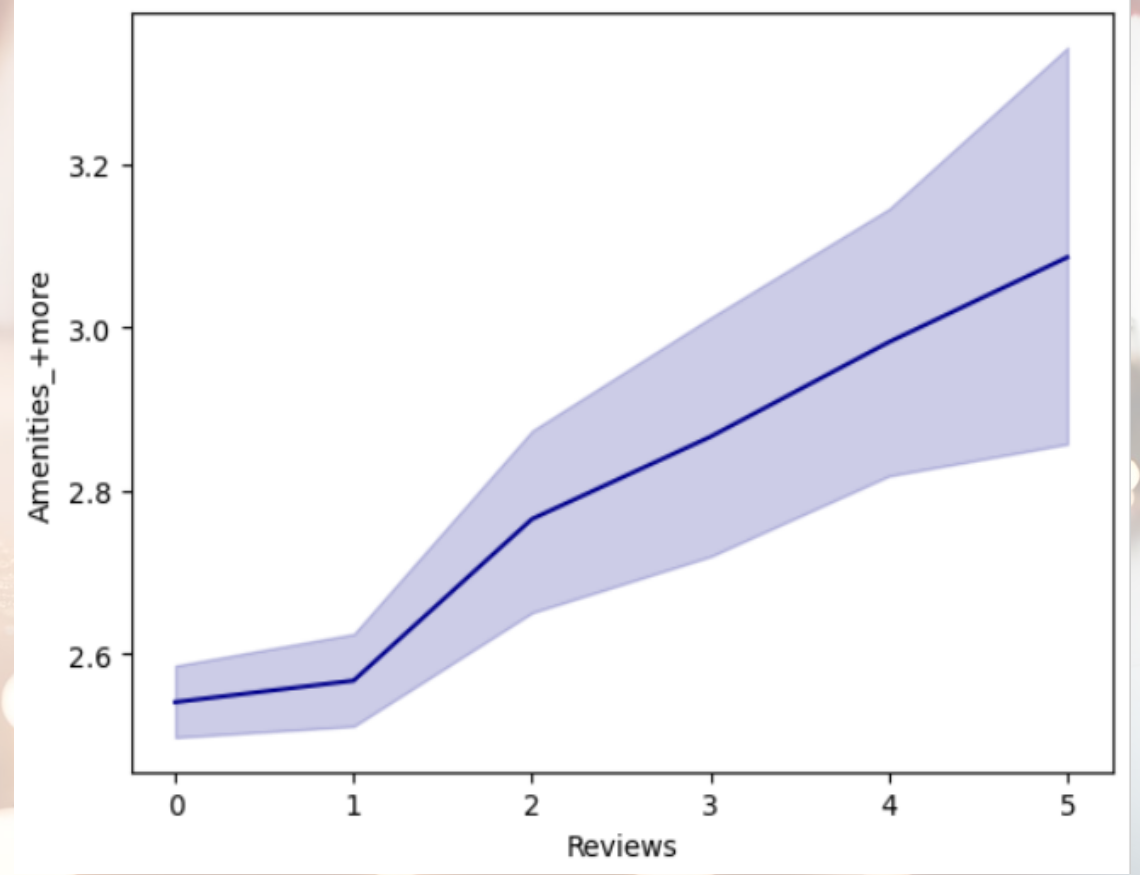


```
[120]: <Axes: xlabel='Reviews', ylabel='Rooms'>
```

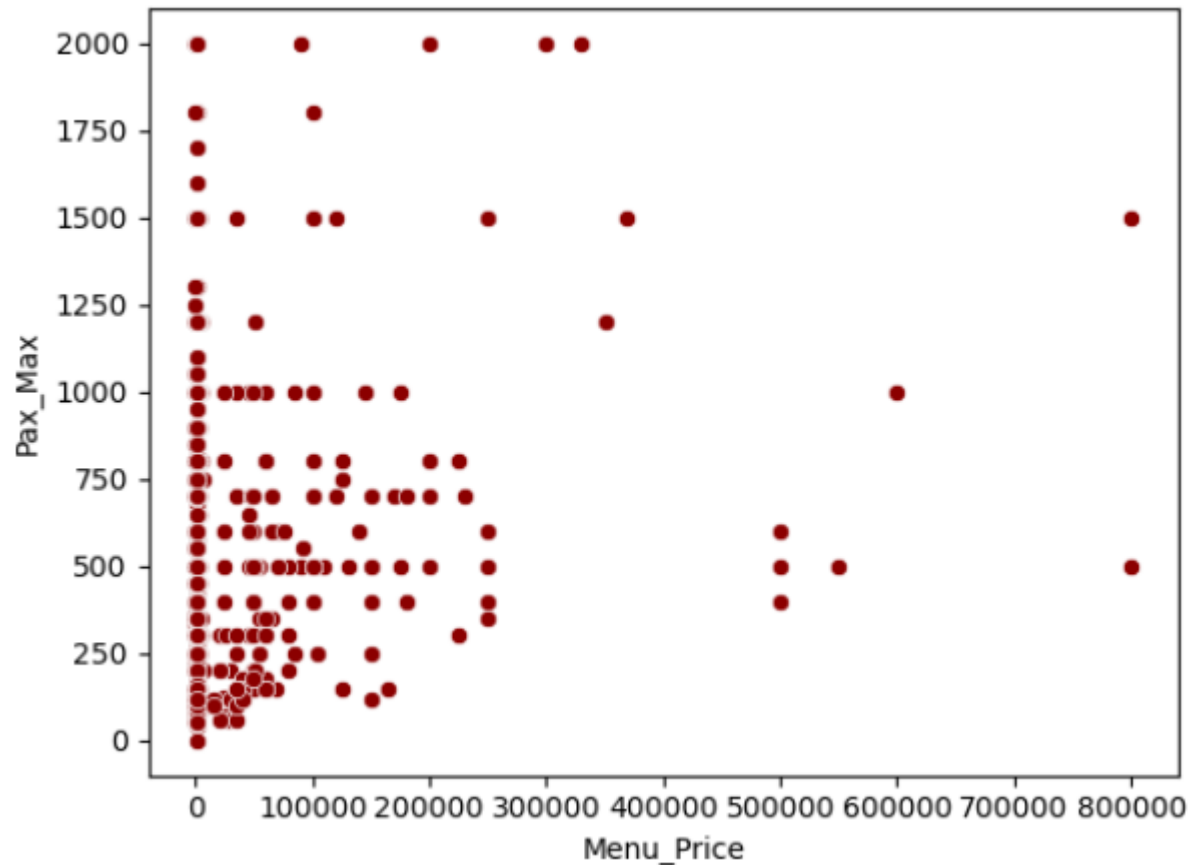

BIVARIATE ANALYSIS ON REVIEWS VS PAX MAX



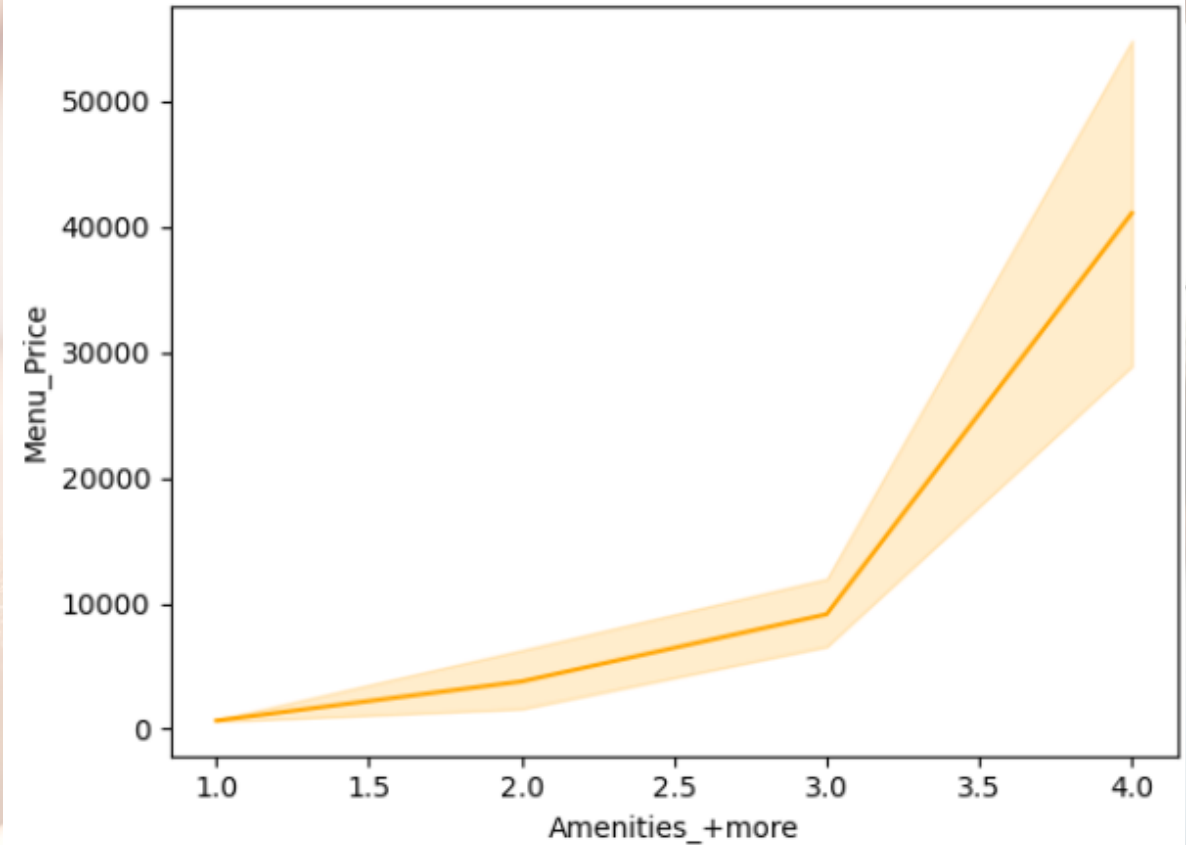
BIVARIATE ANALYSIS ON REVIEWS VS AMENITIES



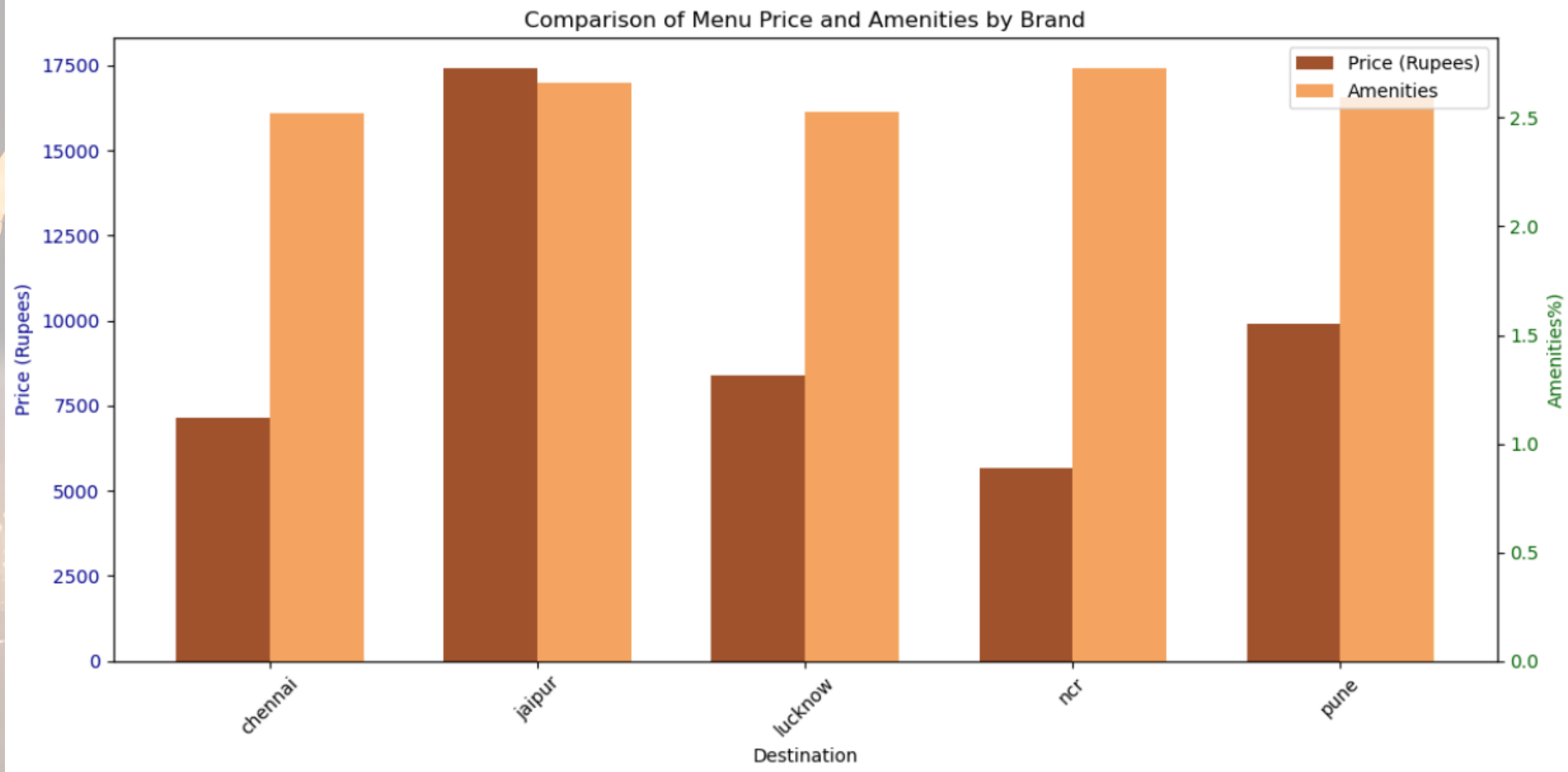
BIVARIATE ANALYSIS ON MENU PRICE VS PAX MAX



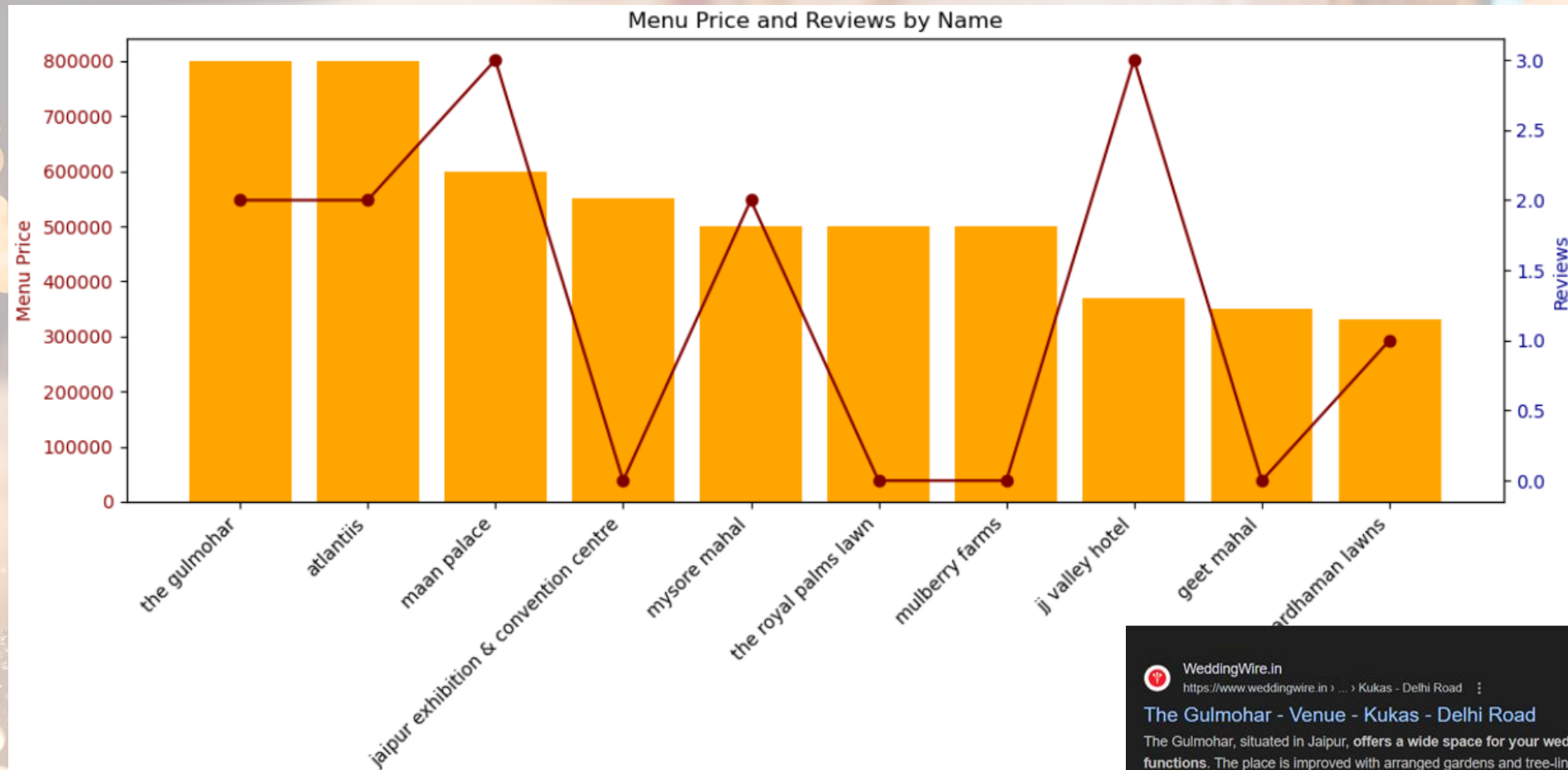
BIVARIATE ANALYSIS ON MENU PRICE VS AMENITIES




GROUP BAR PLOT OF PRICE AND AMENITIES BY DESTINATION



COMBO CHART OF MENU PRICE AND REVIEWS BY NAMES




 WeddingWire.in
<https://www.weddingwire.in> > ... > Kukas - Delhi Road

The Gulmohar - Venue - Kukas - Delhi Road

The Gulmohar, situated in Jaipur, offers a wide space for your wedding and related functions. The place is improved with arranged gardens and tree-lined ...

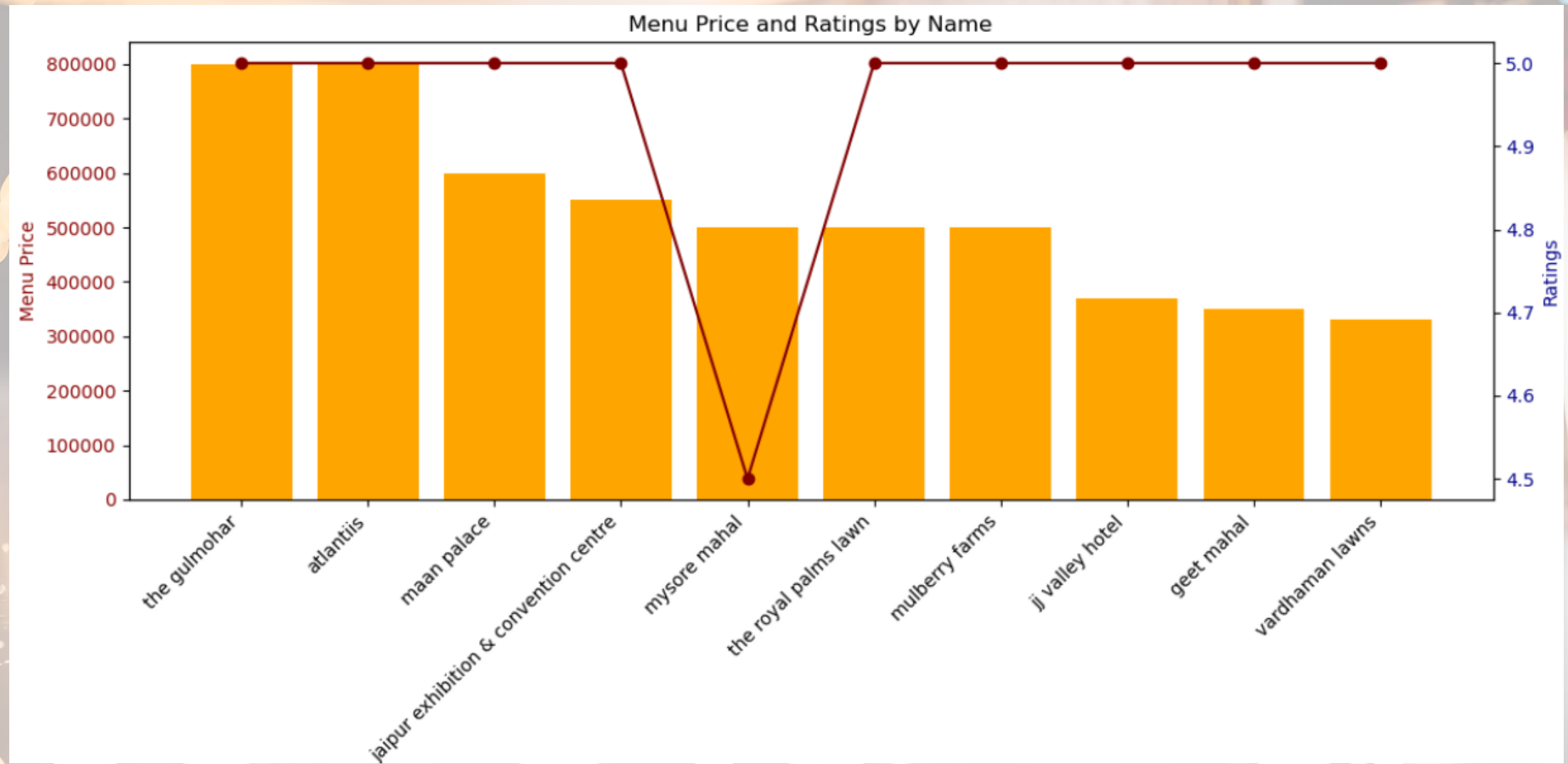
5.0 ★★★★★ (2)

 Weddingz
<https://weddingz.in> > Jaipur > Cocktail venues in Jaipur

Gulmohar garden in Kukas, Jaipur - Weddingz

Gulmohar garden in Kukas, Jaipur is a Banquet Hall with guest capacity 500 - 3000. Check price details, photos, reviews, address & contact of Gulmohar ...

5.0 ★★★★★ (2) · Price range: Menu starts from ₹3000-3000



CONCLUSION

- **High Price != High Reviews** : Venues like *Atlantis* and *The Gulmohar* have high menu prices but not proportionately high reviews.
- **Popular Venues Offer Balance**: Venues like Mysore Mahal and Maan Palace strike a decent balance between cost and popularity, making them optimal choices for users looking for both affordability and credibility.
- **Amenities & Destination Correlation**: More urban or premium destinations show a positive correlation between higher amenities and pricing, but not always with reviews.

Final Thought:

A smart wedding venue choice isn't just about spending more — it's about finding the sweet spot where value, experience, and visibility meet.

**DOES ANYONE HAVE ANY QUESTIONS?
OR
ANY SUGGESTIONS?**

THESE DESTINATIONS AND VENUES YOU PREFER ACCORDING TO YOUR BUDGET :

Destination	Low Price Venue	Medium Price Venue	High Price Venue
NCR	<i>Hotel Surya Grand</i>	<i>Radiance Tania Farms</i>	<i>The Leela Palace New Delhi</i>
Pune	<i>The Royals Banquet Hall</i>	<i>Siddhi Banquets</i>	<i>Conrad Pune</i>
Jaipur	<i>Shree Garden Marriage Hall</i>	<i>Nandini Grand Palace</i>	<i>The Gulmohar</i>
Chennai	<i>Meenakshi Mandapam</i>	<i>Sangam Banquet Hall</i>	<i>ITC Grand Chola</i>
Lucknow	<i>Golden Palace Lawn</i>	<i>Milan Banquet Hall</i>	<i>Taj Mahal Hotel, Lucknow</i>

A romantic wedding ceremony setup featuring large, lush floral arrangements in shades of orange, red, and pink, tied with white ribbons. The ceremony is held under white draped fabric, with a white cloth covering the floor. Several lit candles in glass holders are placed on the floor, and fallen petals are scattered around. The background shows a window with sheer white curtains.

THANK YOU !!