1.1   Problem description

The company is interested to know what's the best and most profitable locations where they should open the hostels. So, our goal is to analyse datasets and using certain criteria make recommendations.

2. Data

To achieve this goal, we will be using foursquare data, namely the bars, cafes, restaurants, and the already existing hostels locations.

One criterion used to understand the possible location for new hostels was to be close to restaurants, bars, and cafes. Besides taking a walk and explore the city, people are also interested to have fun and eat good food and have it close to their accommodation is always a good idea.

Other criterion used to study the new hostels locations are the analysis of the actual hostels that are already installed in city and its always a good opportunity to open a hostel where there are none.

So, using foursquare API it was obtained data of all the restaurants, bars, cafes and hostels in the centre of Porto with the search radius of 3000. There were analysed a total of 78 restaurants, bars, and cafes. Also, there were analysed a total of 50 hostels.The useful data that was extracted from the datasets were the location coordinates (latitude and longitude) and the name of the businesses. Then, all the data were projected in the map with the proper identification to get insights and better understand the best locations for the new hostels.
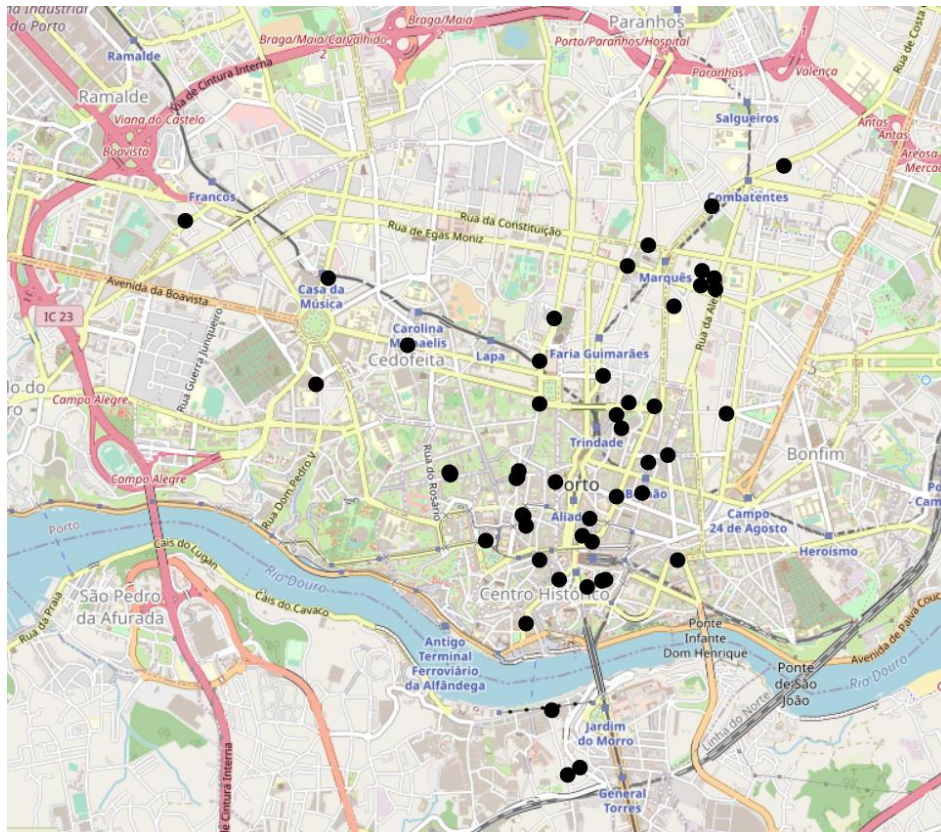
Figure 1 – Hostels in the centre of Porto. (Data extracted from Foursquare)
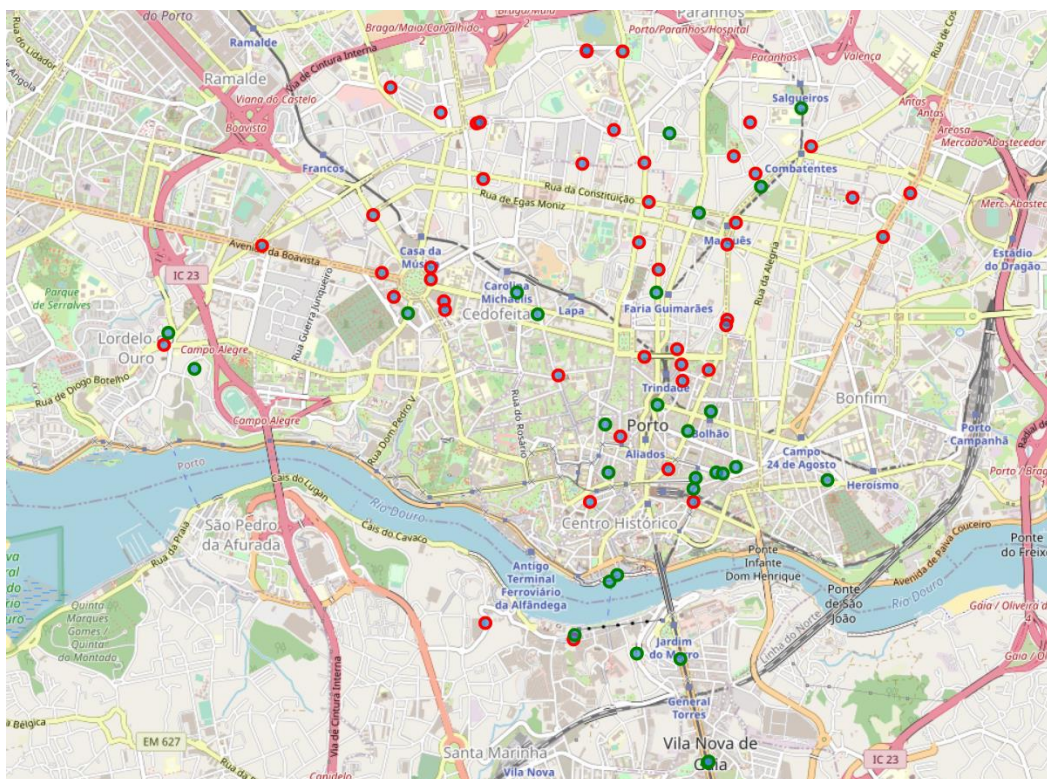

Figure 2 – Bars/Cafes (green) and restaurants (red) in the centre of Porto. (Data extracted from Foursquare)