

Applied Data Science Capstone Project

Week 4

Introduction

Target audience

Birdwatching is becoming one of the main recreational activities in the UK; Netherlands, Denmark, France and Sweden (*). In the USA, the activities related to birdwatching and photographing have been found to have been the most persistent growth rate form of recreational activity (from 1982 to 2009 287%) (**). For 2016, the number of bird-watching people in the USA has grown to 45.1 million (including trips devoted to birdwatching, 16.3 million).

In the context of this exercise, the target audience is either British birdwatchers, or birdwatchers from other countries who plan bird trip to different regions in England or Wales.

Business Problem

As one of the main objectives of birdwatchers is to meet as many species as possible, the aim of this capstone project is to provide an analytical overview of the main target locations of birdwatchers in England and Wales at counties level and to analyse whether the pattern of the species observed there differs from one another.

The gain of this exercise will be to assist birdwatcher's in planning their birdwatching trips to meet as many different species as possible by choosing trip road through maximum different counties (or choosing trip to maximum different county in comparison their home county). The other objectives are also to provide an overview of whether the species pattern changes with connection with the increase in the number of observations.

* CBI Ministry of Foreign Affairs. (2013). CBI Product Fact Sheet.

** H.K.Cordell, G.T. Green, and C.J. Betz (2009). Long-Term National Trends in Outdoor Recreation Activity Participation. USDA Forest Service.