

Trip Advisor – Explore New Places

Background

XYZ is a travel agency company. The Company would like to predict/advice their customers who would like to explore new places the most efficient way they could plan their trip.

There are many places in the World which people would like to explore.

One of the most important factors that needs to be considered while planning to explore a new city/place is time. We would be happier or satisfied in our trip, if we could explore more places within the available time.

Therefore, it is advantageous for the company to predict the possible ways, by which their customers could make use of the time they are spending in the most efficient way. For example, the locations that would be covered in an area, what would be the weather condition, where do they need to plan the stay etc...

Problem

Based on the area a customer would like to explore, with the help of location data of that area and the categories of interest of the customer, a suggestion needs to be provided to the customer.

This project aims to group the areas in a location as different clusters and make decisions based on it.

Interest

The XYZ Company would be able to provide helpful information for their customers and they would be able to explore the place accordingly. The customers would be highly satisfied with the service the Company is providing and this would help to increase the reputation of the company and gain more customers.