



The Digital Footprint of Urban Tourism

Exploring Travel Behavior and
Preferences Across Major Cities

Meet the Team

Barrett White

Major: Data Science + Physics + concentration in Quantitative Finance

I am junior focused on becoming a data scientist within the financial industry. I am also a member of the UNC Marching Band and love camping in my free time!



Victoria Uchman

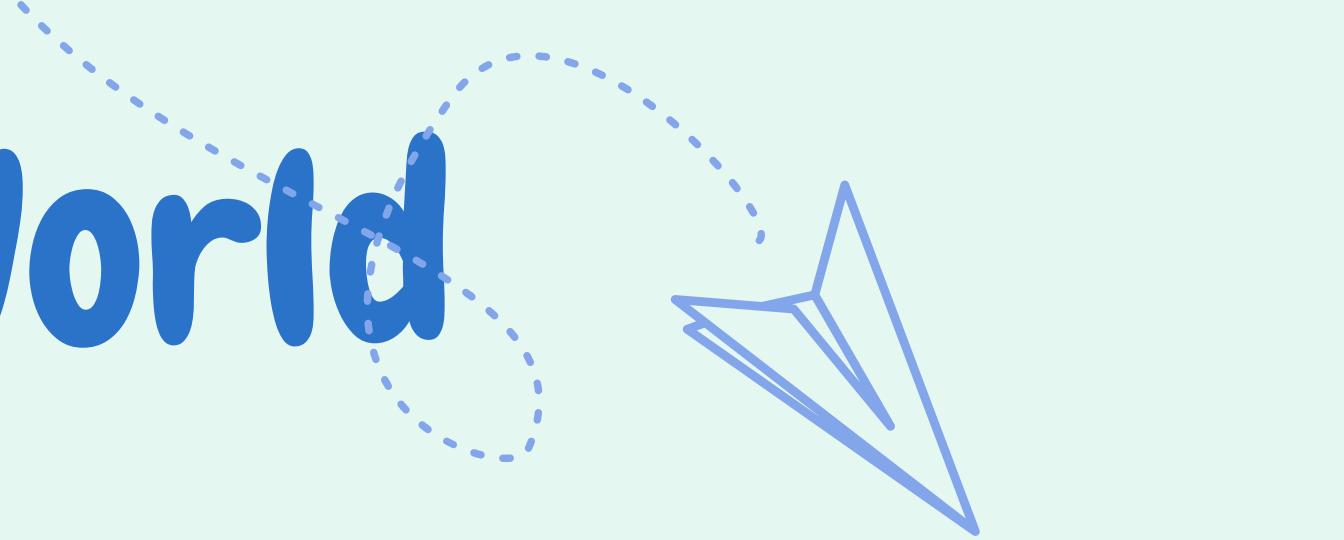
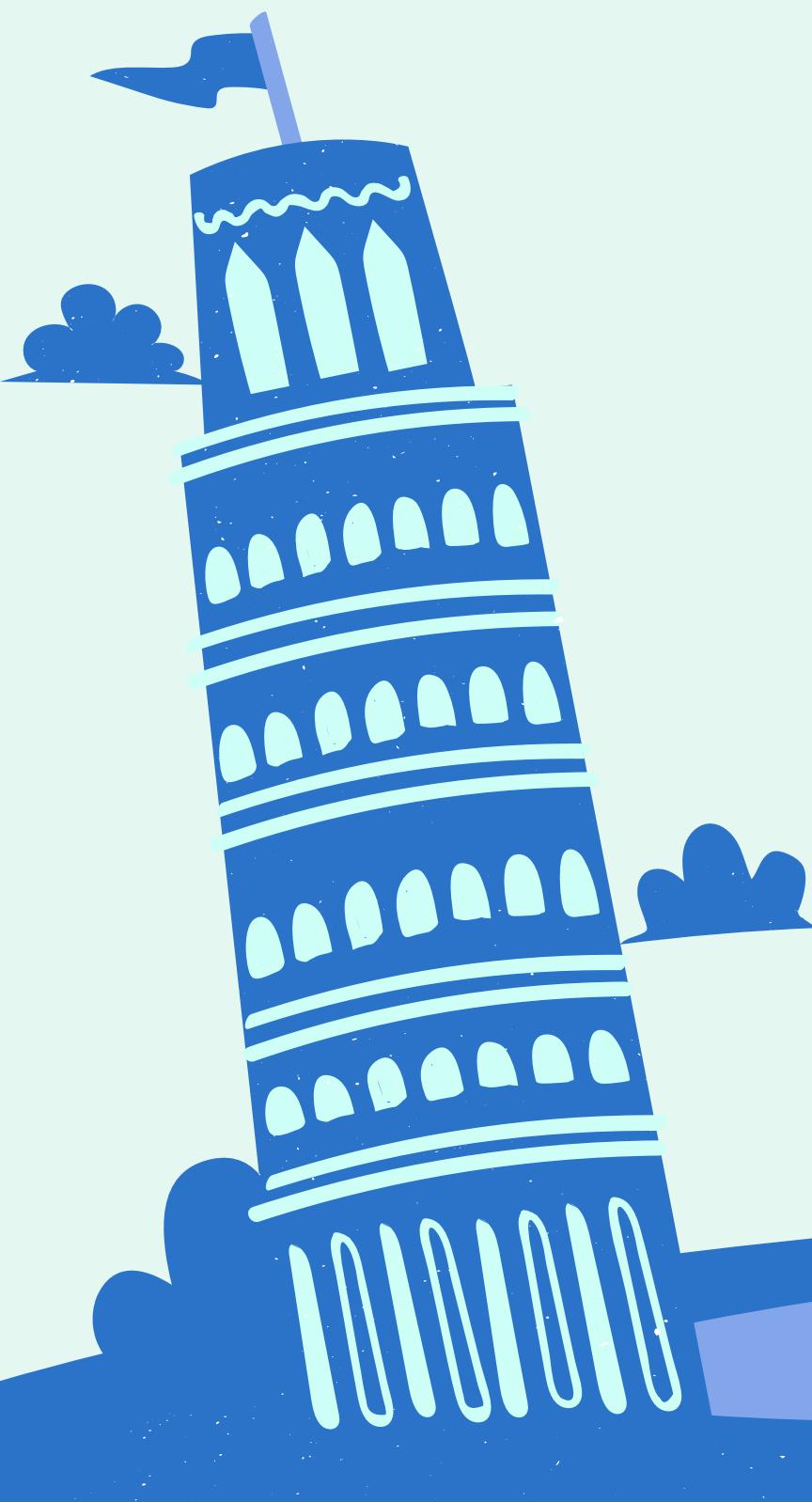
Major: Stat + Econ | Minor: Data Sci

I'm Victoria Uchman, a data science enthusiast with a strong foundation in statistics and economics. This is my first time working with R and Natural Language Processing (NLP), and I'm excited to explore new methods of analyzing data!

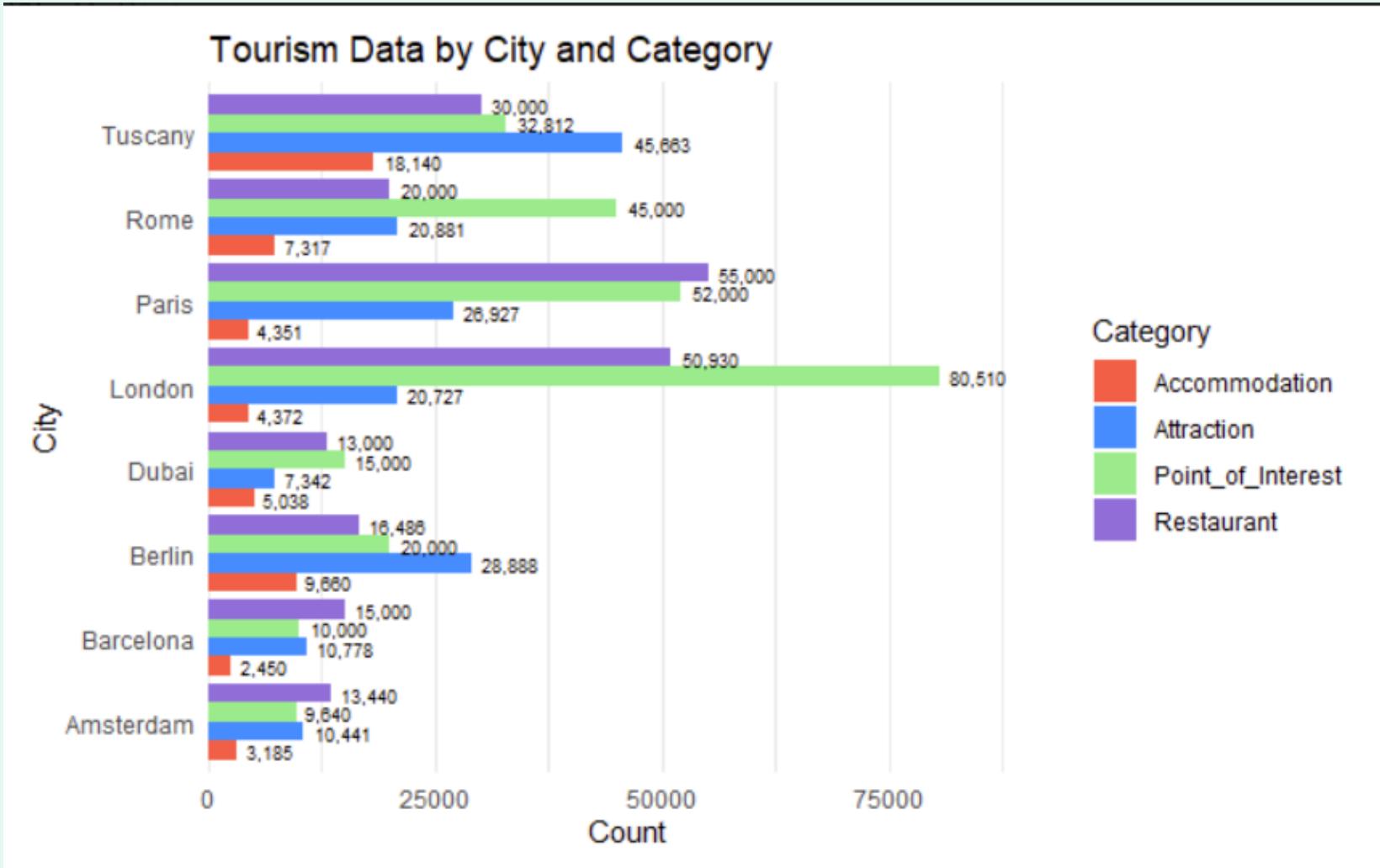


Traveling the World of Digital Reviews

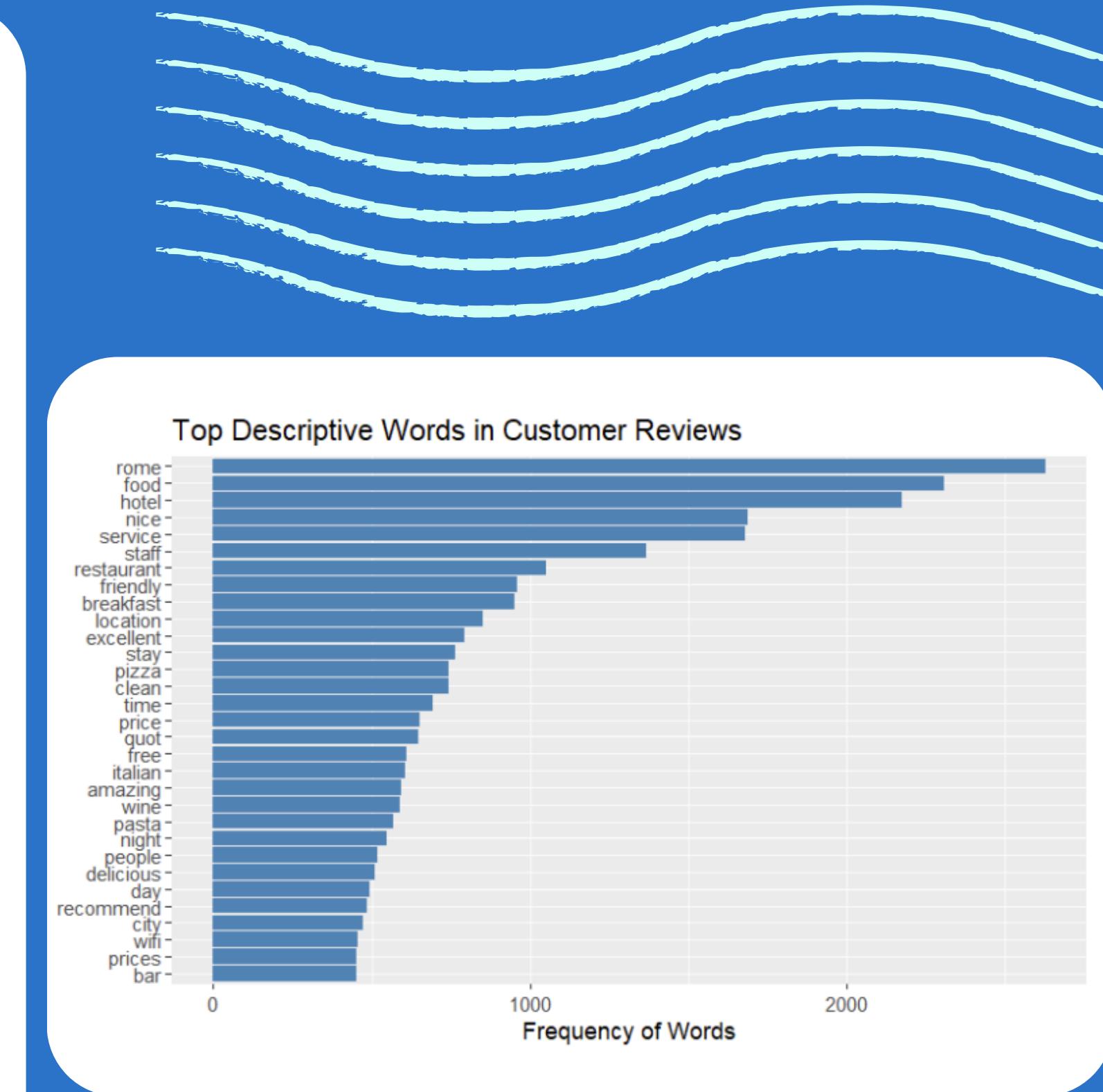
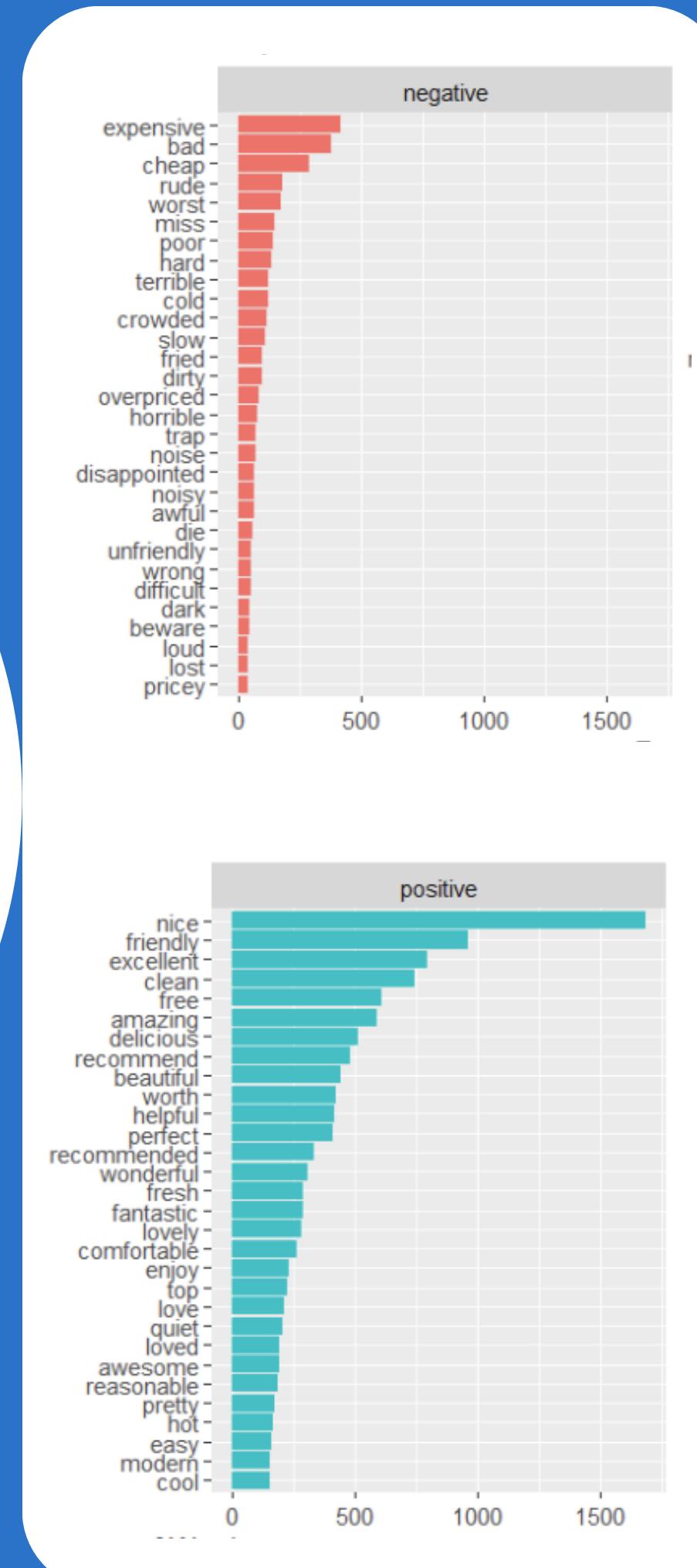
Our project aims to analyze tourist preferences across eight major cities by performing sentiment analysis on reviewing platforms. Using NLP, we explored how much tourists enjoyed their visits at their destinations' points of interest, restaurants, attractions, and accommodations, and learn what experiences helped form their opinions location-to-location.



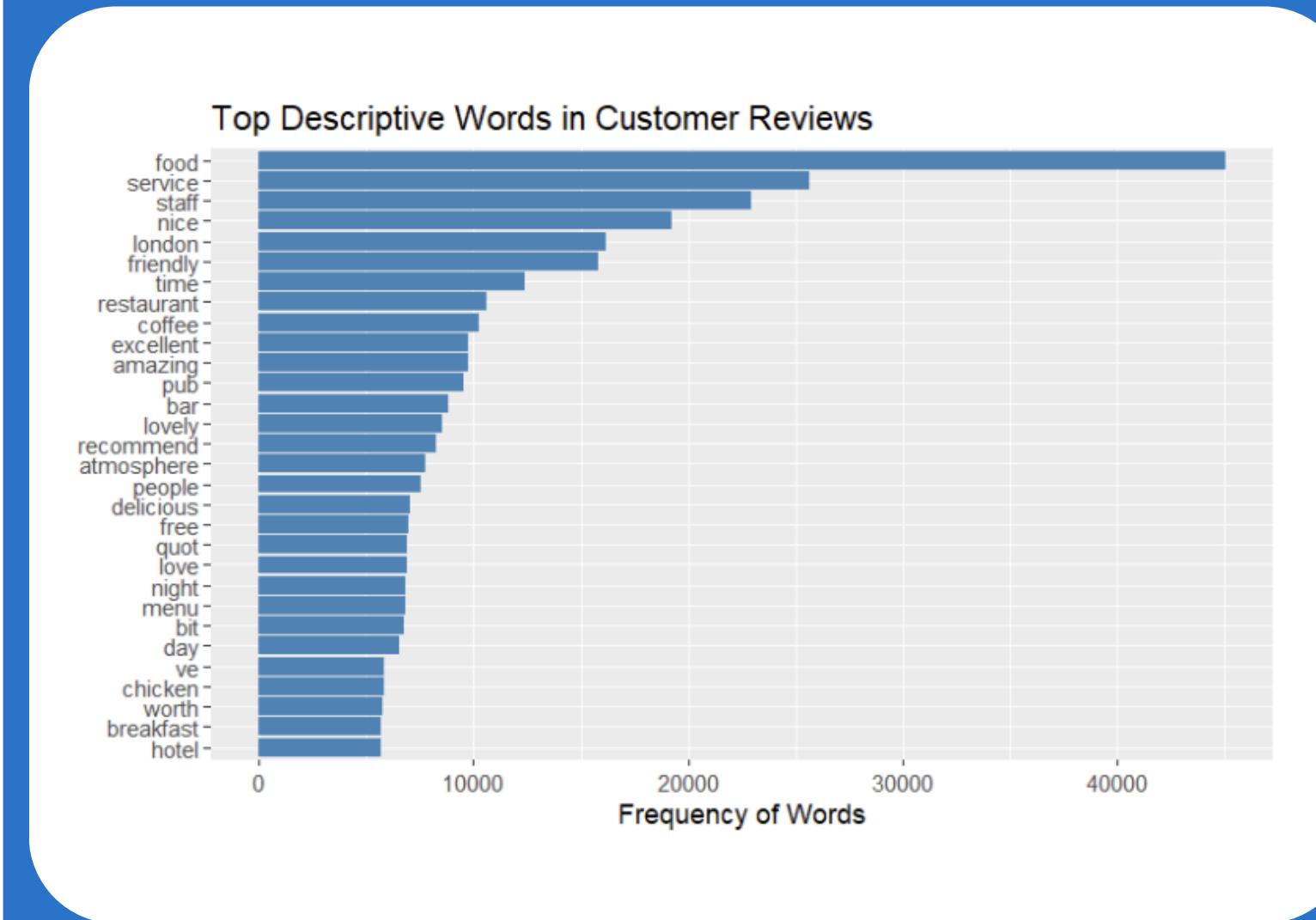
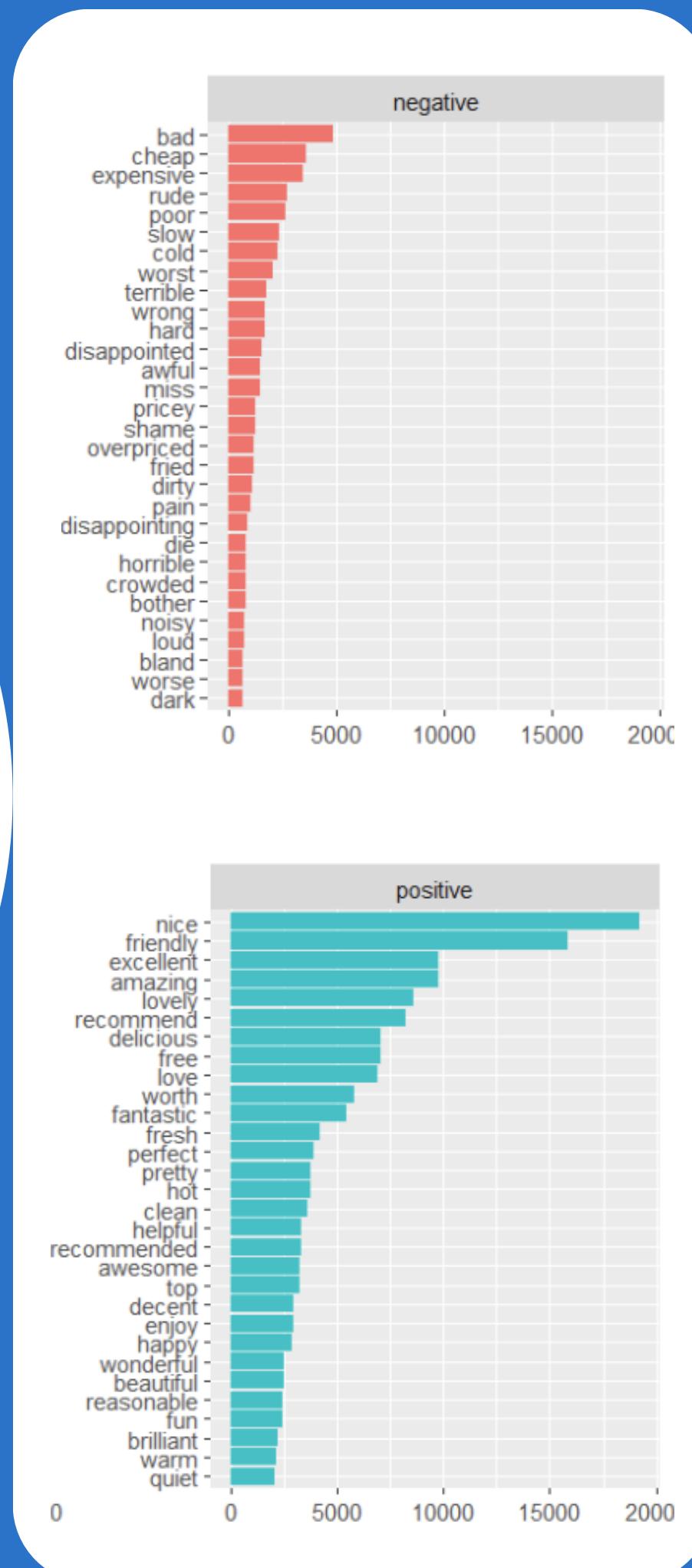
Distribution of Places



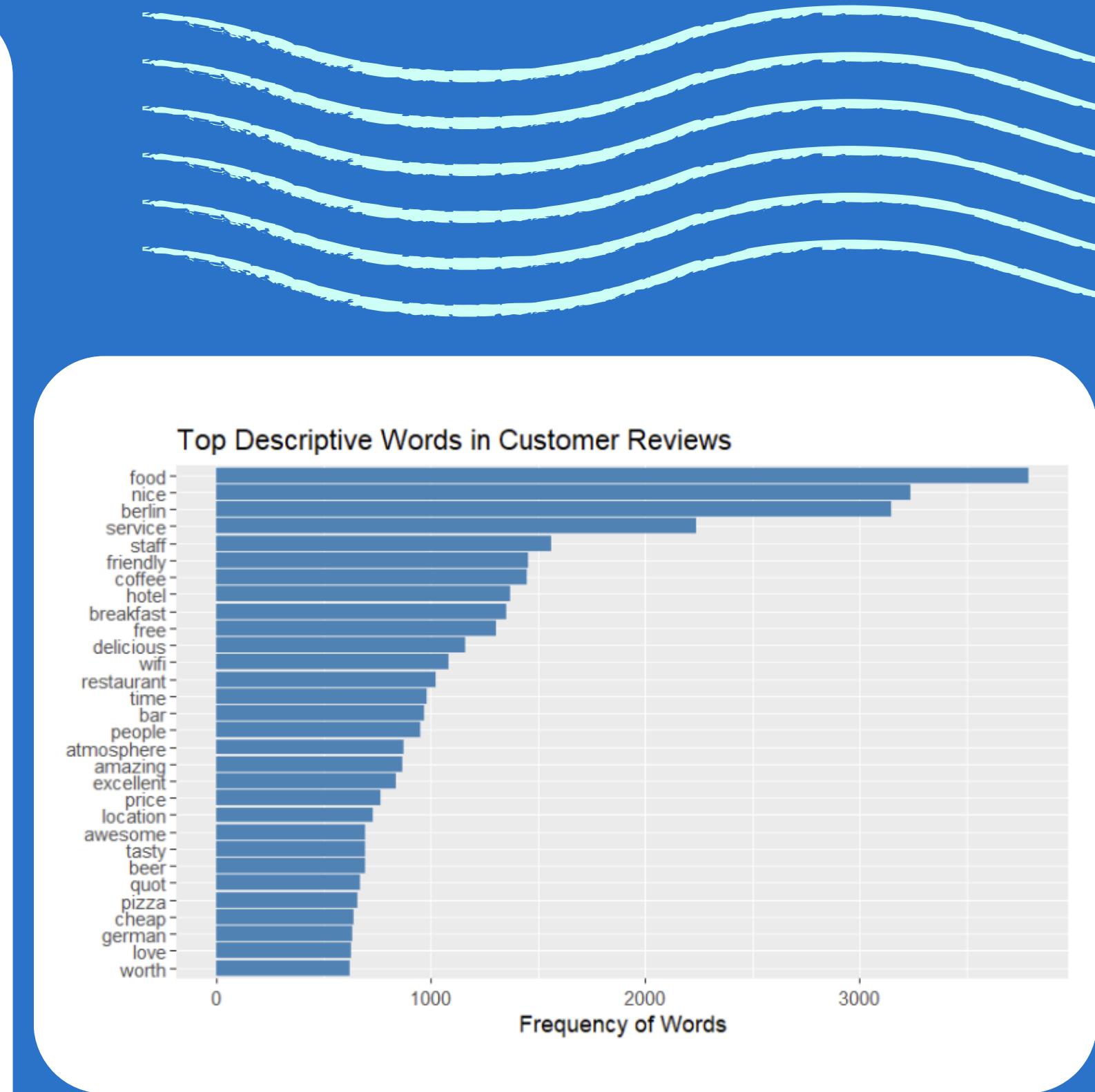
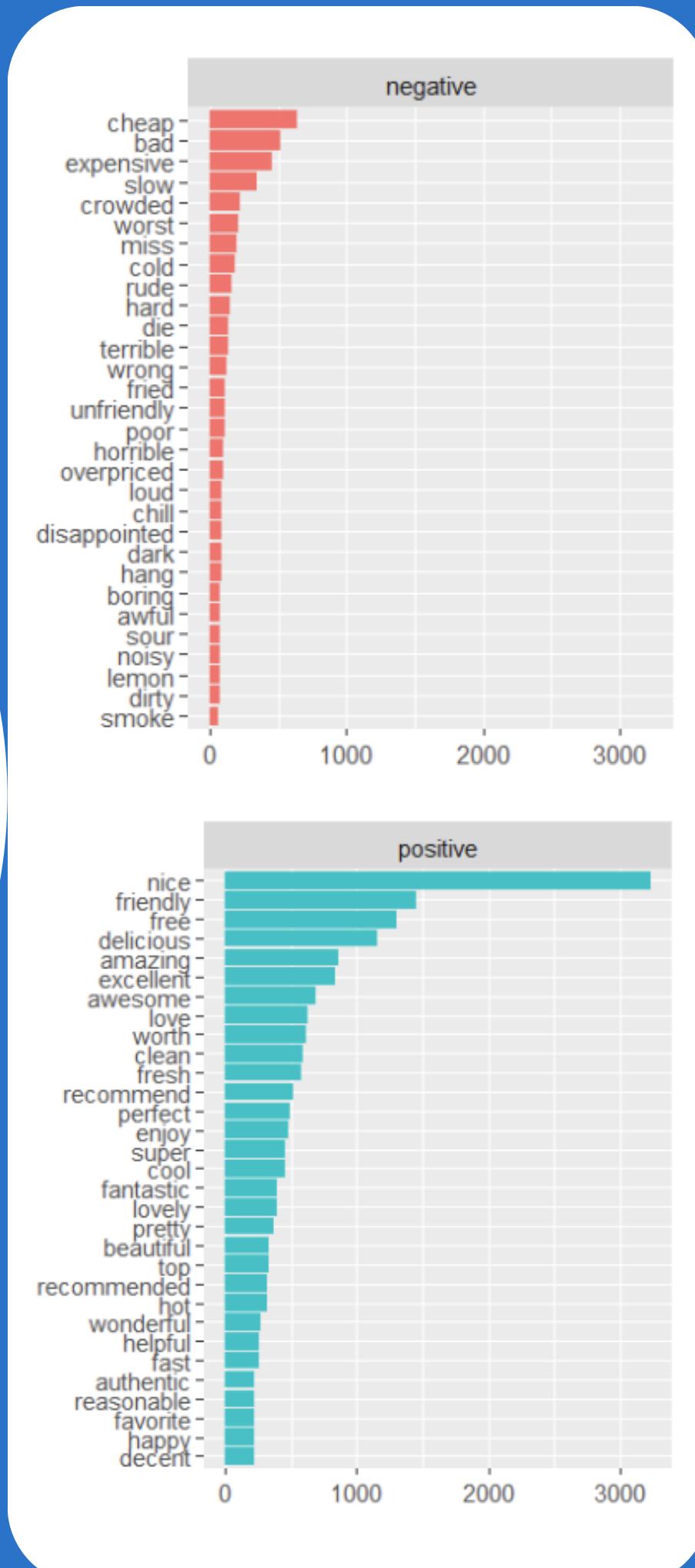
Rome



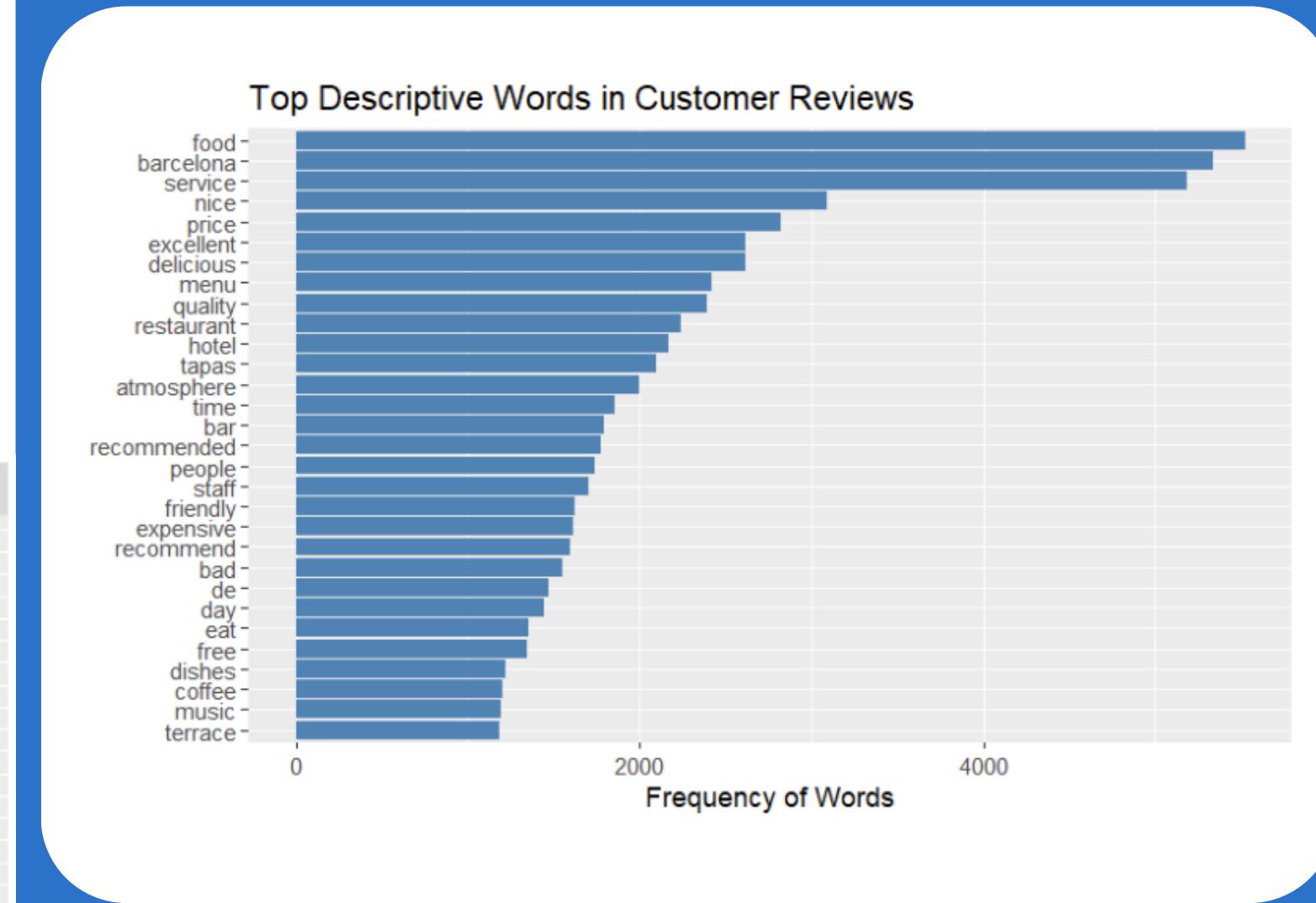
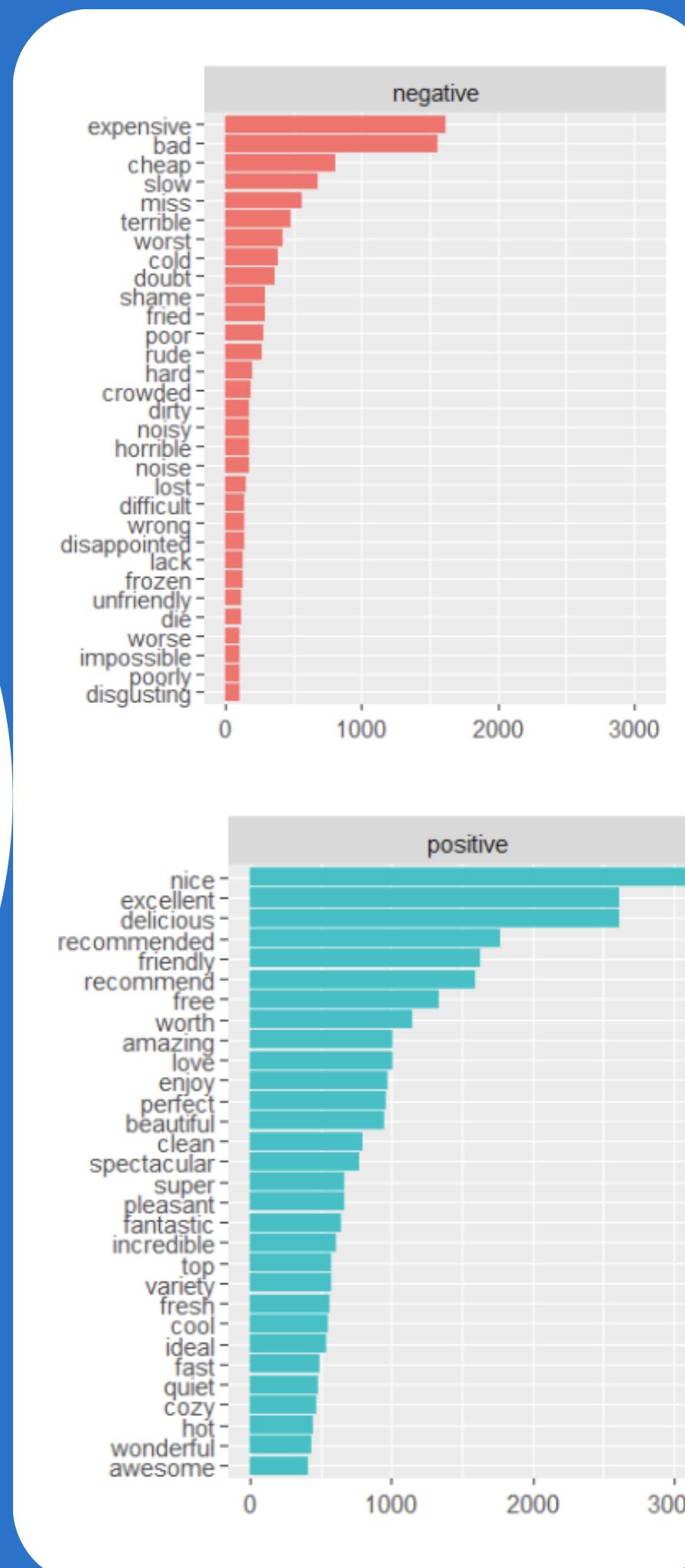
London



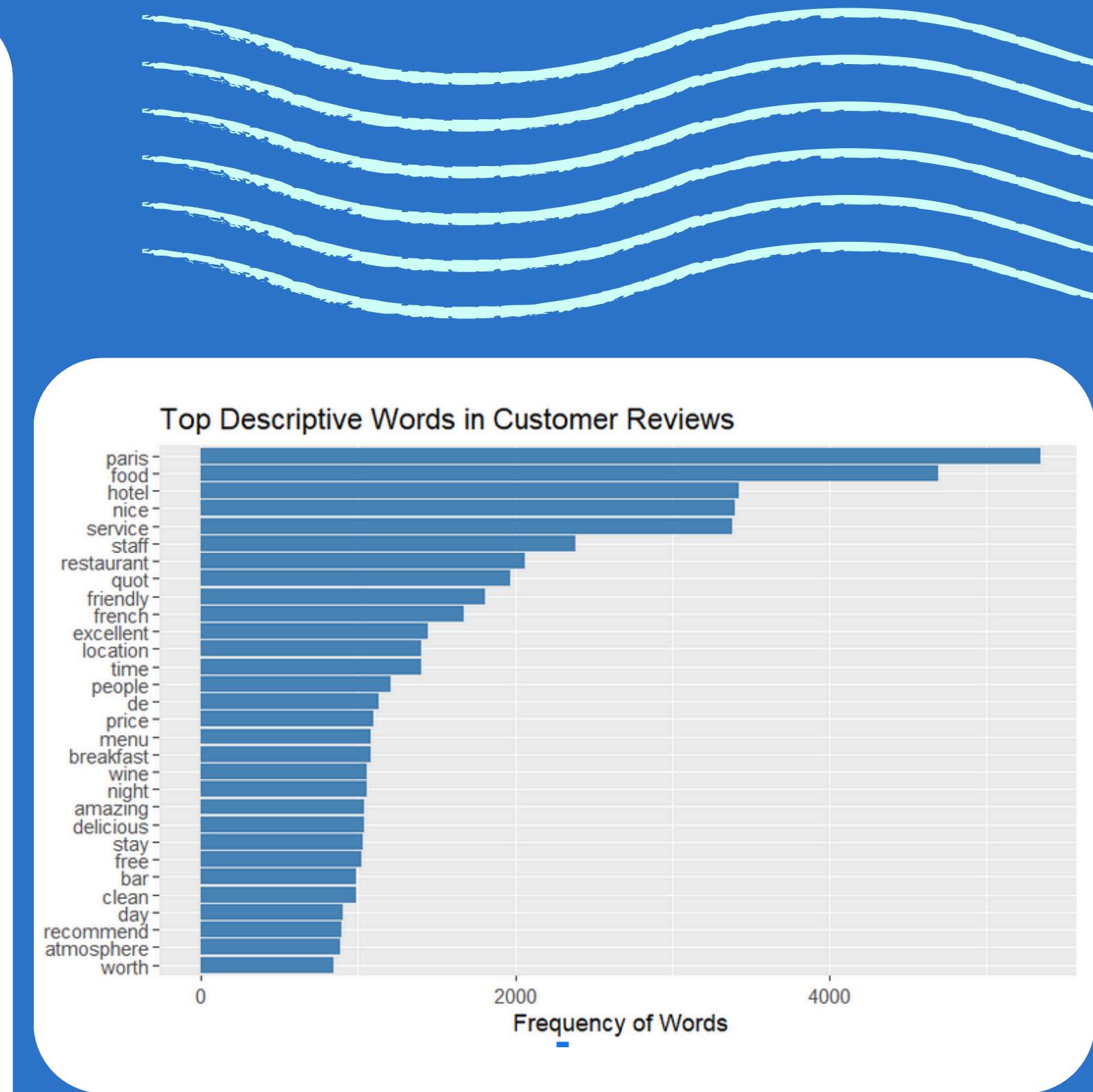
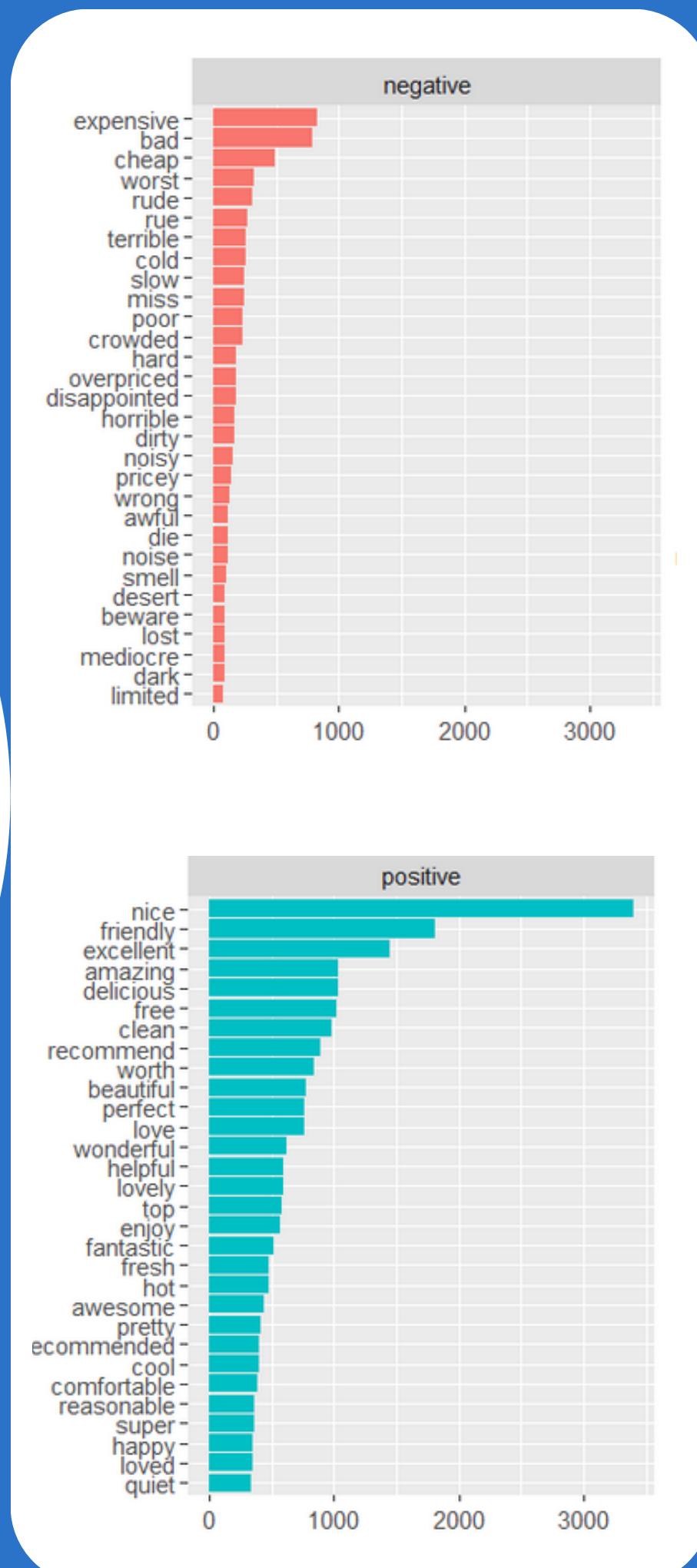
Berlin



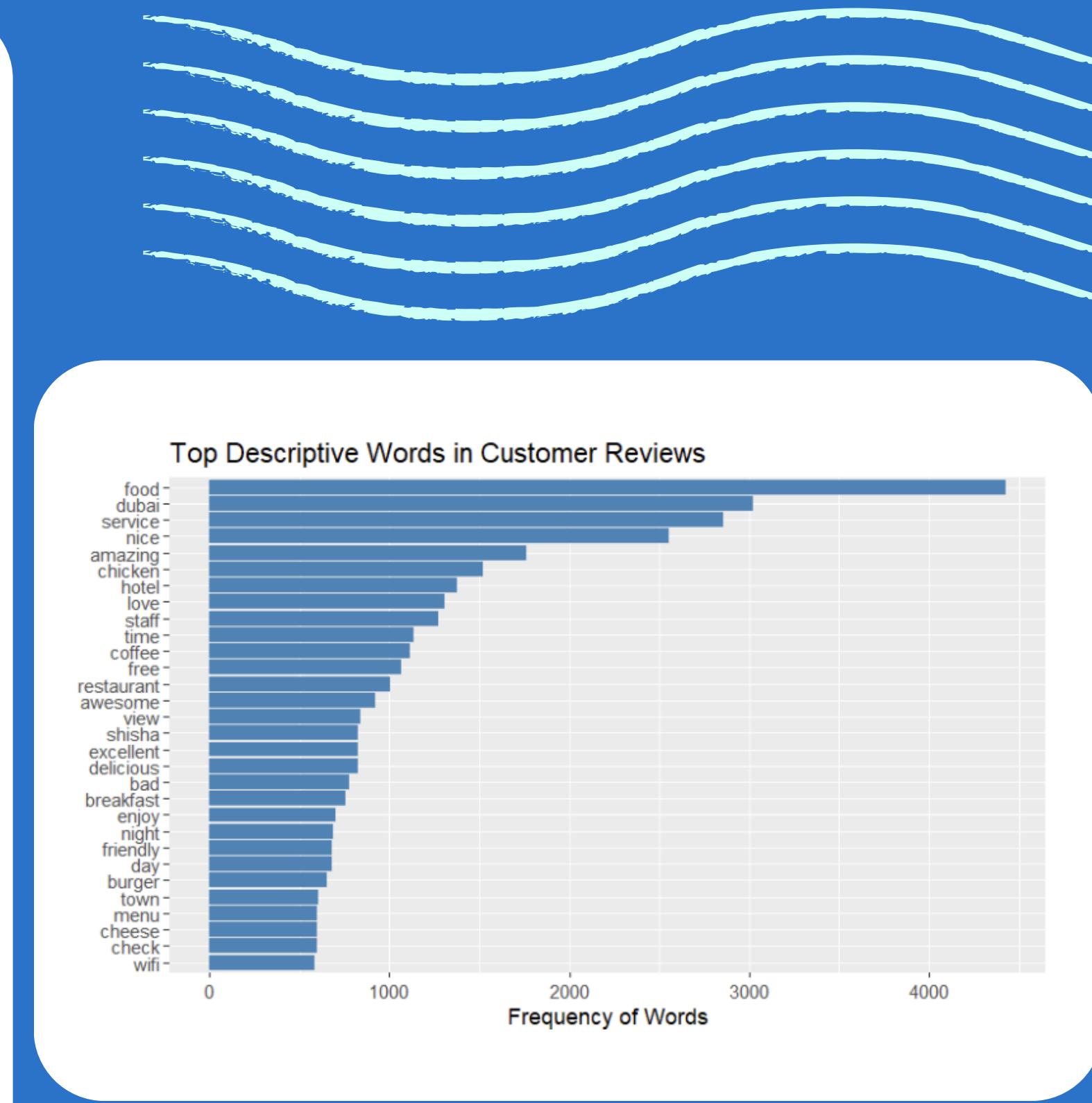
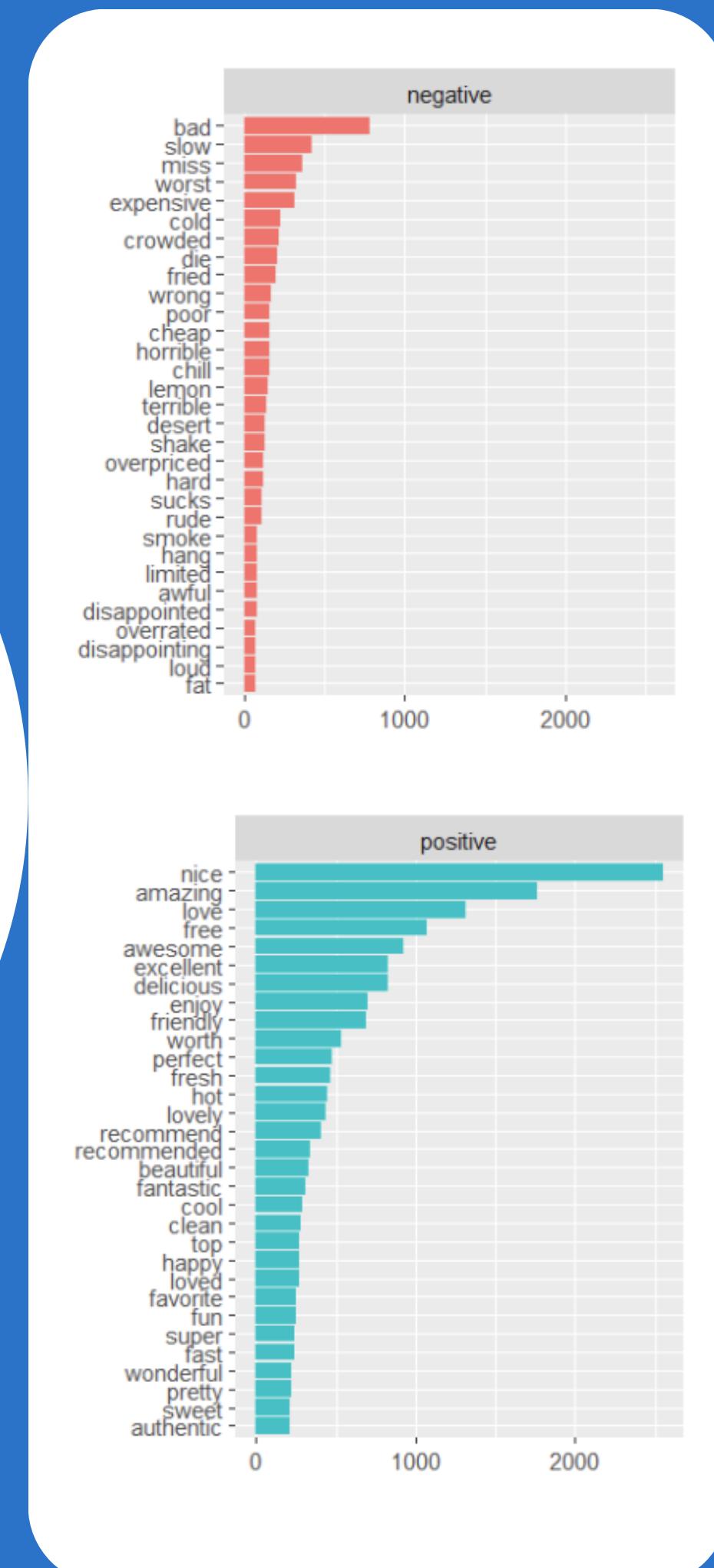
Barcelona



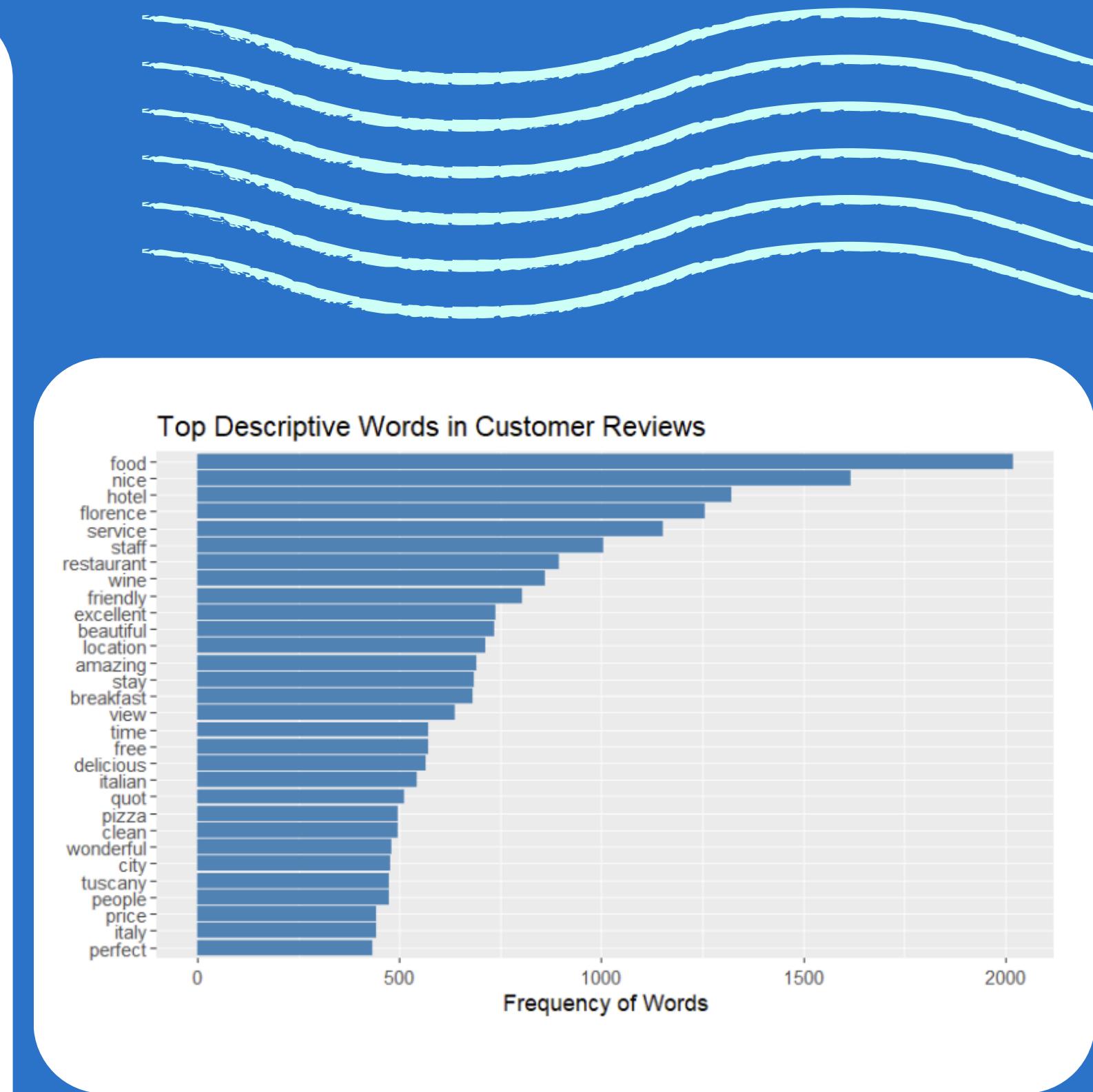
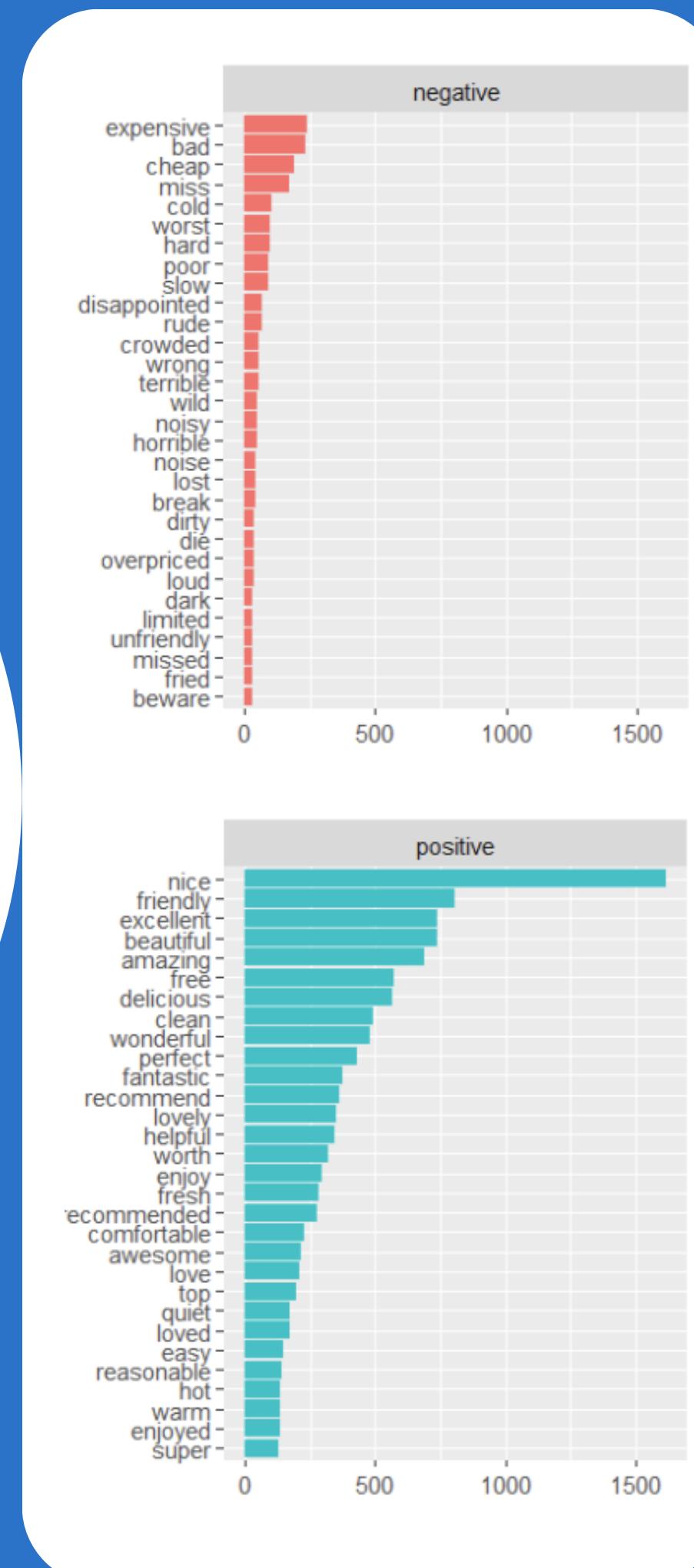
Paris



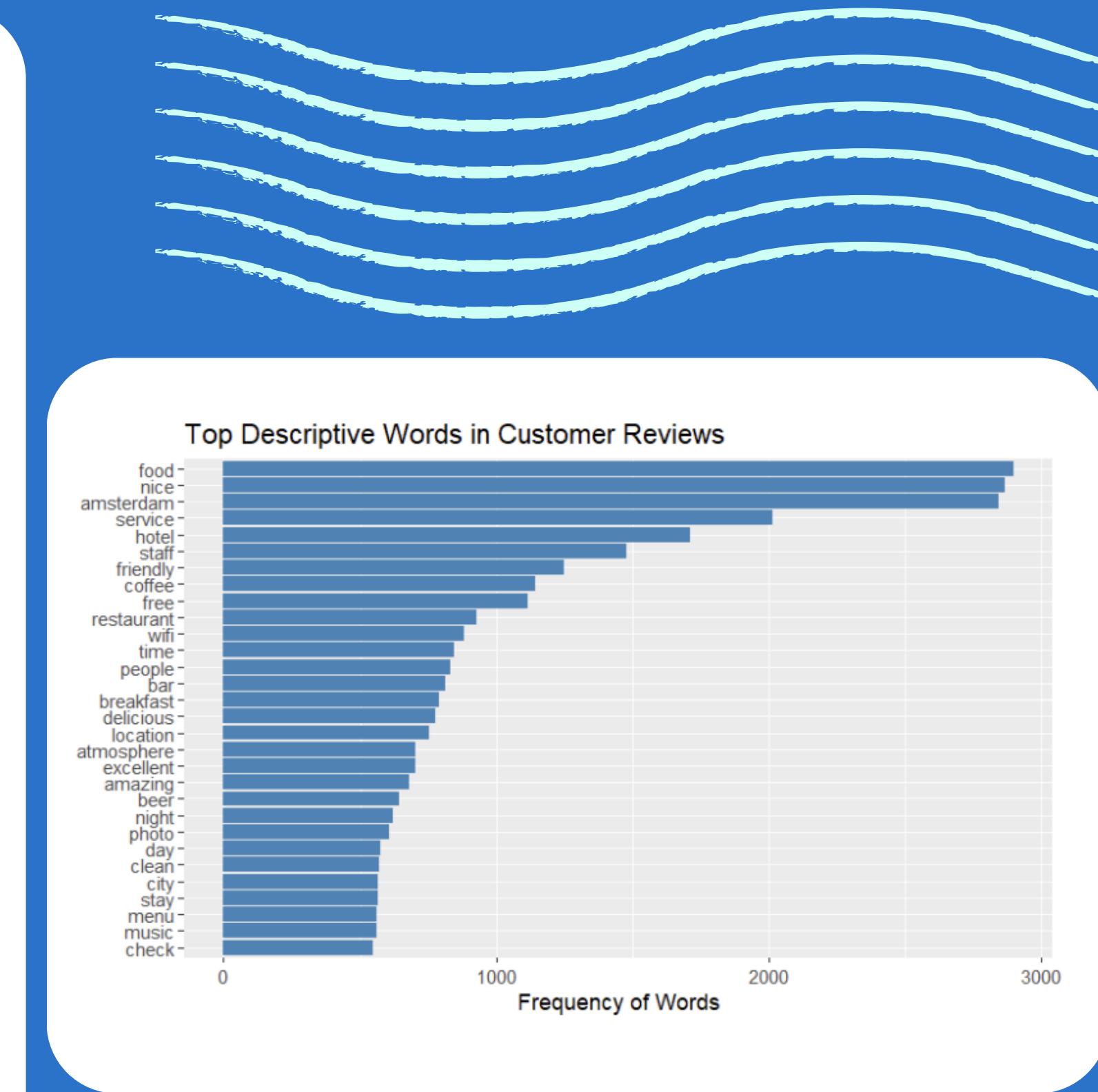
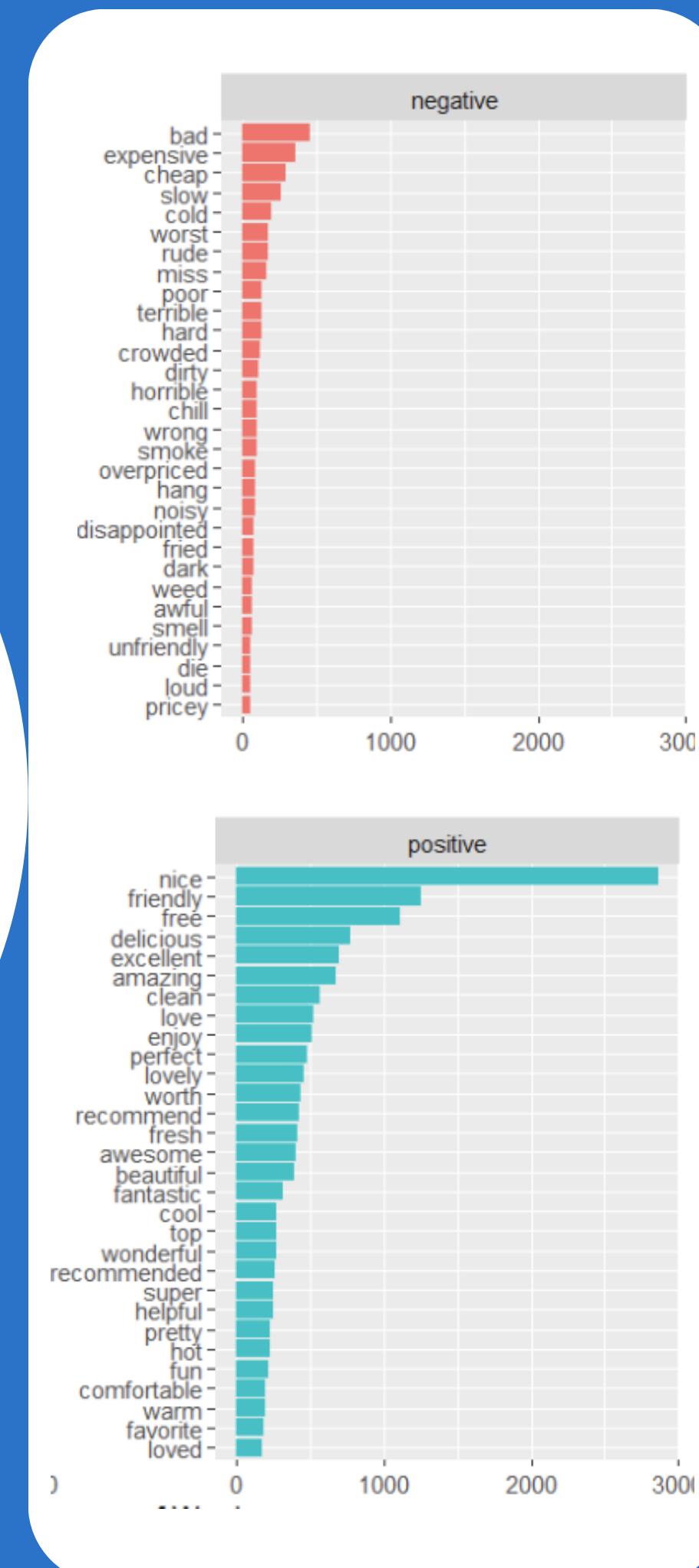
Dubai



Tuscany



Amsterdam



Thank You!

