



# Capstone Project

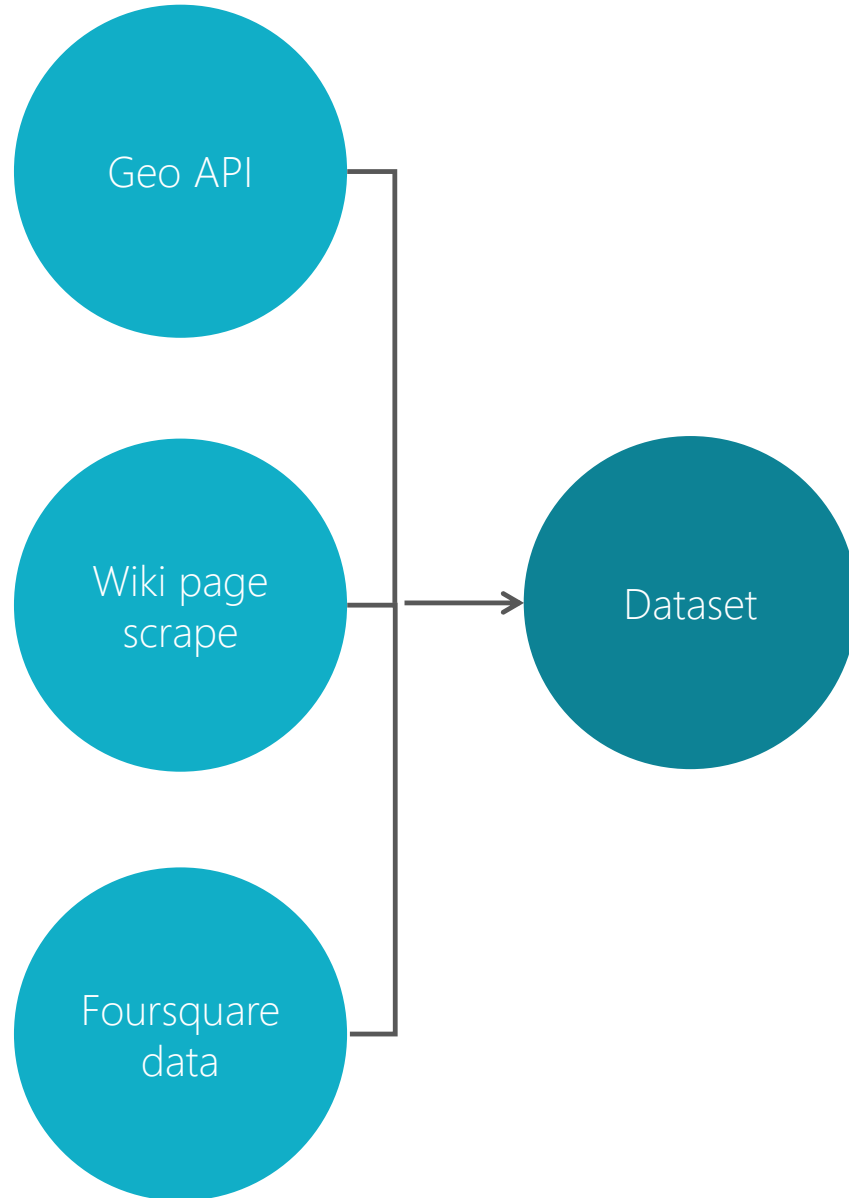
## Presentation

## Business Problem

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The objective of this project is to detect the locations that are most suited for a new BnB. Using machine learning techniques, such as clustering, we will answer the following question: "In Belgium, if somebody wants to open a new BnB, what would be the most suited location?".

# Data

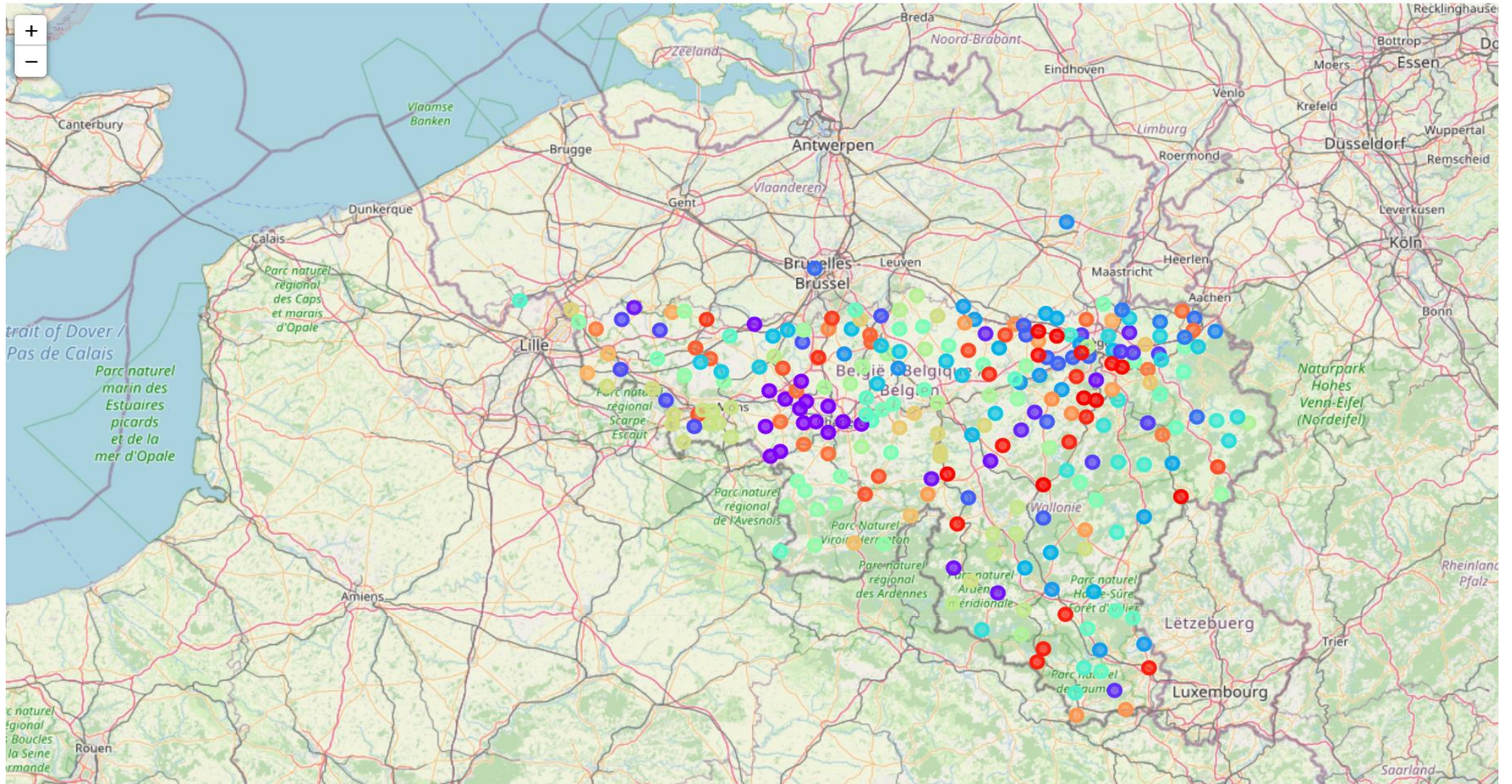


# Methodology



# Results

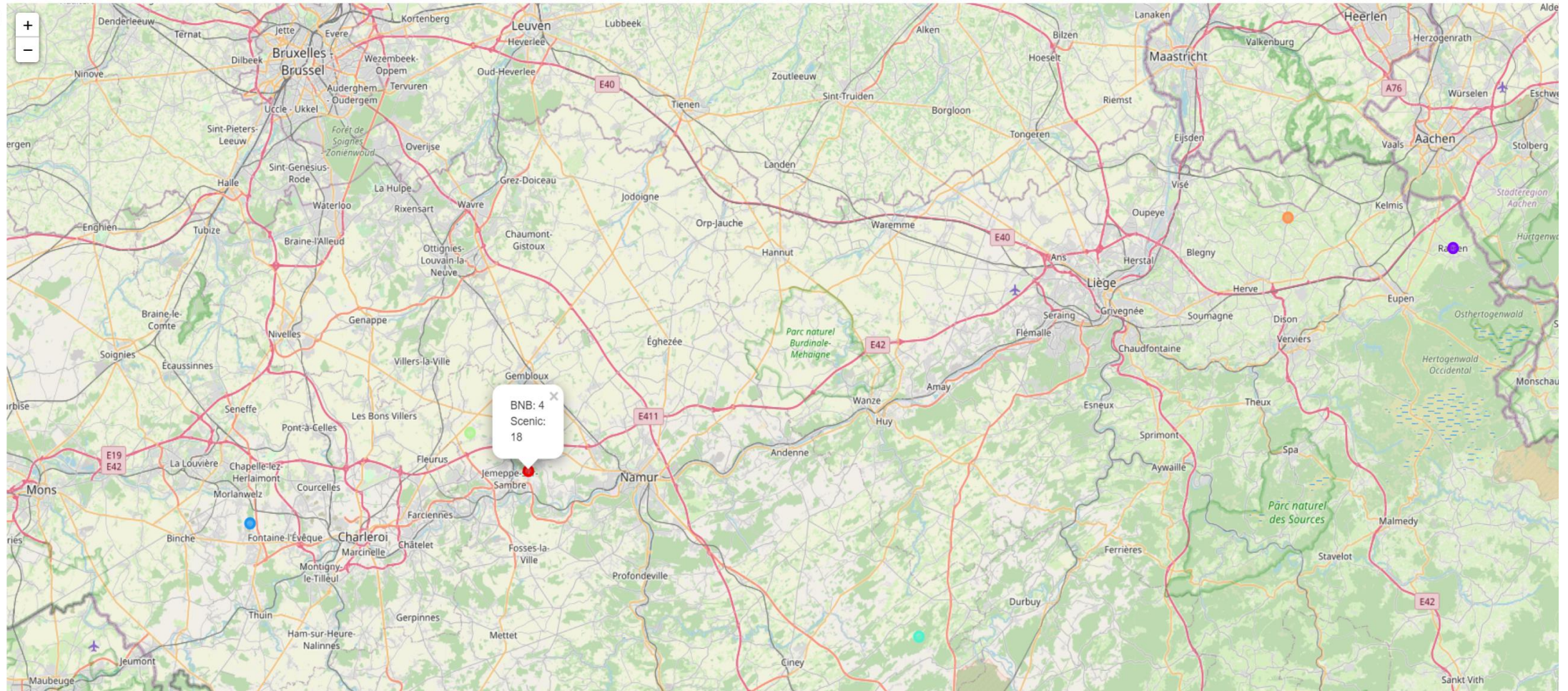
## ALL CLUSTERS





# Results

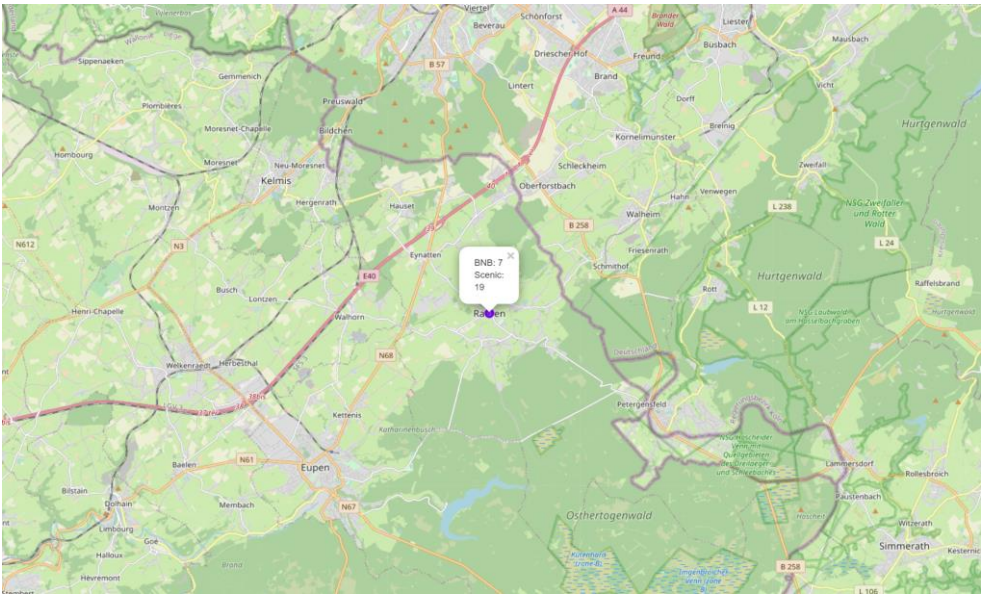
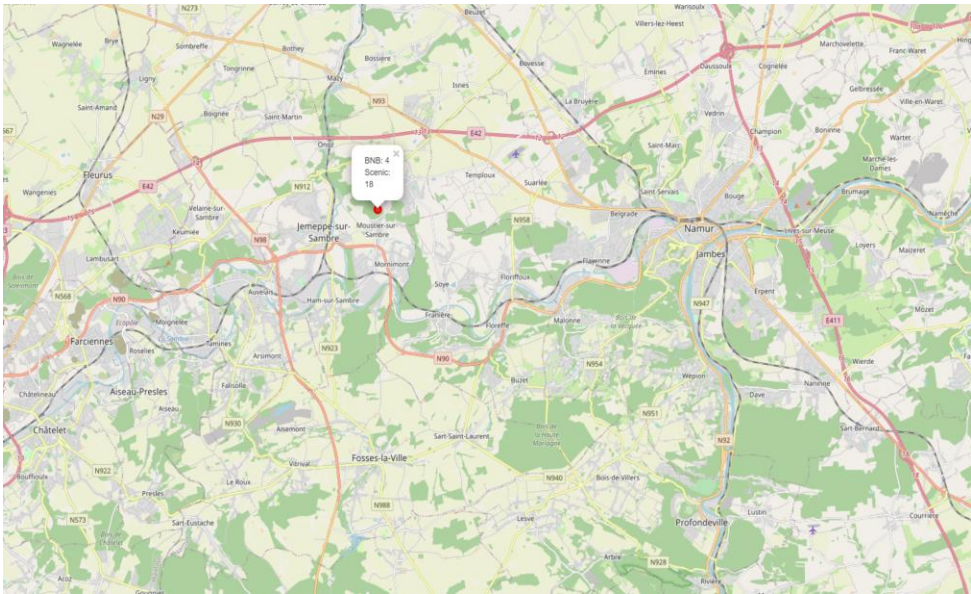
## IDEAL REGIONS





# DISCUSSION

Two good locations are found



# Result

When analyzing the data from foursquare, we can say that there is one region that is the most interesting to start a new bed and breakfast, and this is Jemeppe Sur Mar. Doing this will offer the visitors a lot of things to see in the area, while minimizing the competitors on the market.





# Thank You

24Slides