

Coursera Capstone

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Finding the best location for a new motorcycle BnB

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Introduction

When motorcyclist are travelling, they generally want to go to locations where there are a lot of scenic lookouts nearby. More and more bed and breakfasts (BnB's) are opening that are suited to those kind of travelers. It can be hard for those people to find a location that decreases the risk of competition, while still attracting enough visitors.

Business problem

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?".

Target audience:

This project will be useful for people wanting to start an airBNB in the region of Belgium. Specifically for motorcyclists.

Data

The following data is needed to solve the problem:

- List of regions in Belgium
- Latitude and Longitude coordinates of those regions
- Venue data that is related to the project

Where to get the data from?

The list of regions will be scraped from the following pages:

https://nl.wikipedia.org/wiki/Lijst_van_gemeenten_in_het_Vlaams_Gewest

https://nl.wikipedia.org/wiki/Lijst_van_gemeenten_in_het_Brussels_Hoofdstedelijk_Gewest

https://nl.wikipedia.org/wiki/Lijst_van_gemeenten_in_het_Waals_Gewest

The coordinates of those regions will be retrieved using geocoding api.

Foursquare will be used to get venue data, specifically for scenic lookouts and hotels in the region.