

The problem: Where to open a new restaurant in Bucharest

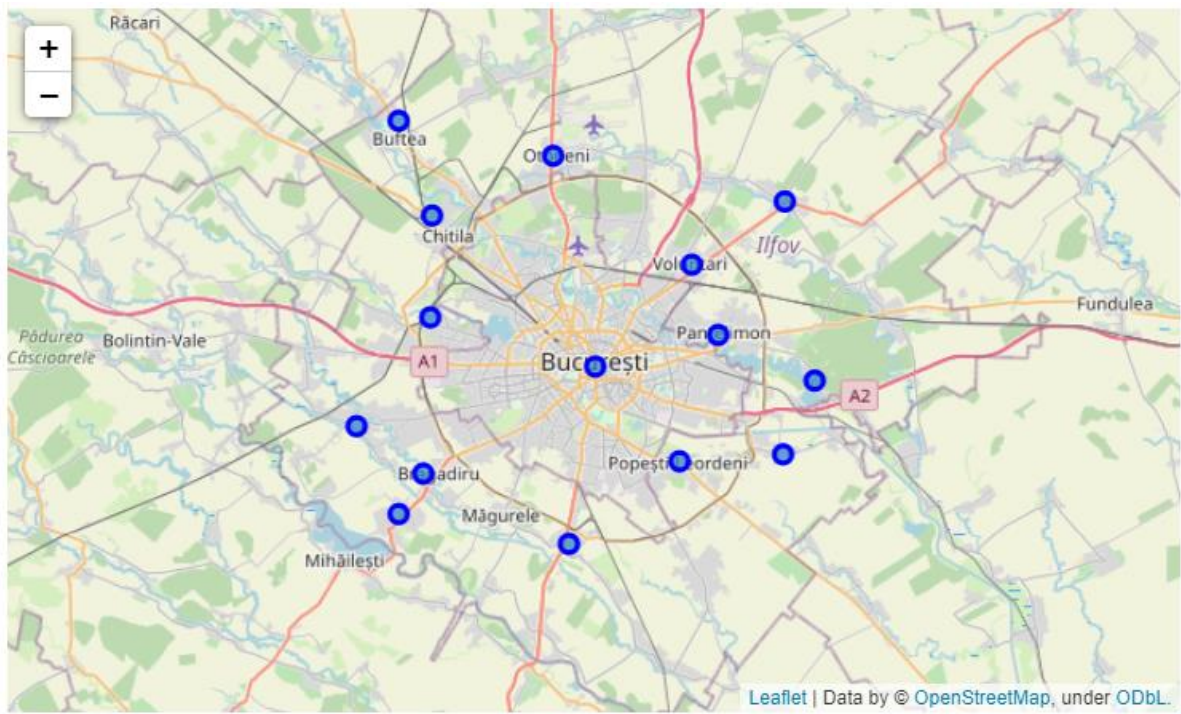
Bucharest ranks first among the top destinations in Europe with the highest development potential. Inadequate accessibility of certain venues in specific neighbourhoods is potential opportunity for investors to consider opening new businesses into those neighbourhoods. This project will explore and analyse Bucharest neighbourhoods and venues in order to make recommendations for potential investors for building a new hotel. The target audience of this analysis would be anyone who wants to build a hotel in Bucharest.

Data

To find the most promising locations for opening a new hotel, a combination of statistical and geolocation data will be used. We will use data sets that describe tourism activities, accommodations, expenditures as well as data sets that describe various aspects of the city, and Foursquare API for some of its location and venue data.

Methodology

The first step in the analysis was to determine which areas had hotels as their highest traffic location. By using the K-Means algorithm we can obtain additional insight and form recommendations for which locations would be suitable for building new hotels.



To determine the most popular locations in each neighbourhood was made a call using Foursquare's API. The returned JSON data was sort and grouped by area and then analysed.