BATTLE OF NEIGHBORHOODS FINAL PROJECT

**INTRODUCTION OF BUSINESS PROBLEM**

India is culturally rich and 80% of the population is Hindus. Every year people go on pilgrimage and some of the popular locations are Varanasi, Tirupati, Shirdi to name a few. In South India one of the most popular temples is in Tirupati known to many as Lord Venkateshwara Temple or Lord Balaji Temple. The problem that I am trying to solve is to recommend a good location for hotel for investors who are interested in finding the best location to build a hotel.

Facts of Tirupati:

* It is the richest Hindu Temple with annual offerings to the lord exceeding more than 3000 crore Indian Rupees (approximately $45 million USD)
* The number of visitors to this temple annually is in the range of 35-40 million people with an estimated daily pilgrim in the range of 50,000 to 100,000
* Tirupati is the city in the downhills of the temple where pilgrims have to come through train, bus or air and then take road transportation to the temple.
* There is always heavy demand for restaurants and hotels for all the pilgrims who are visiting Tirupati.

Business Problem:

Trying to find a good location to open a new hotel. As it is a famous place, there are lot of hotels and restaurants already present in Tirupati. Our challenge is to find another suitable spot which is not too far from the center and recommend the location. Ideally the hotel that we recommend will be both hotel and a good restaurant.

**DATA SECTION**

We will be using data from Foursquare to explore and try to location our new location and we will try to locate it close to the center and also explore other interesting locations which are nearby by looking at the data from Foursquare

We will do our Exploratory Data Analysis on hotels and restaurants present already. We will then look for midpoint areas of the venues to locate our final destination.

A sample of the data frame to analyze the different hotels in Tirupati

A screen shot of a social media post

Description automatically generated

The final project and the presentation will be in Week 2 section.