

## Introduction – Business Problem Description

### a. Scenario and Background

Every city has its own different flavors, there are multiple venues which one would like to visit while going into an unknown city. However, sometimes due to time constraints it gets difficult for the person to identify 'top venues' of different categories that a city is famous for. Thus, if a person is able to segment a city on the basis of top venues to visit, it would not only save time but also will give the person opportunity to explore almost all different categories of top venues across the city.

### b. Problem Statement

Can we use data science to segment city based on its 'top venues' for different categories that can help a person in exploring the city better.?

### c. Example:

- Suppose a city is famous for restaurants, parks, museum and old monuments.
- We will segment a city based on above venues so that if a person wishes to visit best restaurants, he/she can visit one portion of a city having the best restaurants
- Likewise, if a person wishes to visit parks then he/she can go in the specific area that is famous for parks instead of choosing to go to another area.
- This will save time of the person and will also give the opportunity to explore the best places of the venues he/she wishes to visit.

### d. Target Audience: Interest

It will be having two major target groups:

#### 1. People visiting new places

All those who visit places frequently for business/personal purpose would like to explore the places they visit effectively in the minimum possible time. The project will help them in selecting places to visit as per their choice very conveniently.

#### 2. Travel Guides and tourism companies

Tourism sector can take advantage of this project by segmenting the cities and then helping the people to explore the complete city, covering all the famous and exquisite areas. They can also save time by managing their trips to venues as per their segments.