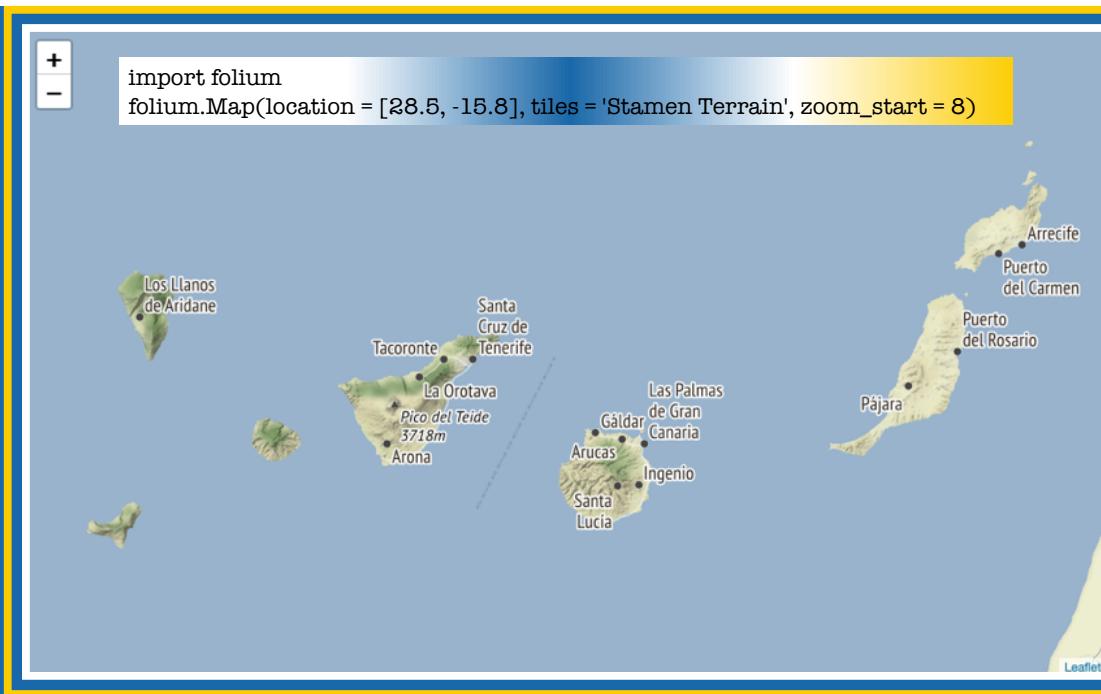


THE BATTLE OF THE NEIGHBOURHOODS

APPLIED DATA SCIENCE CAPSTONE



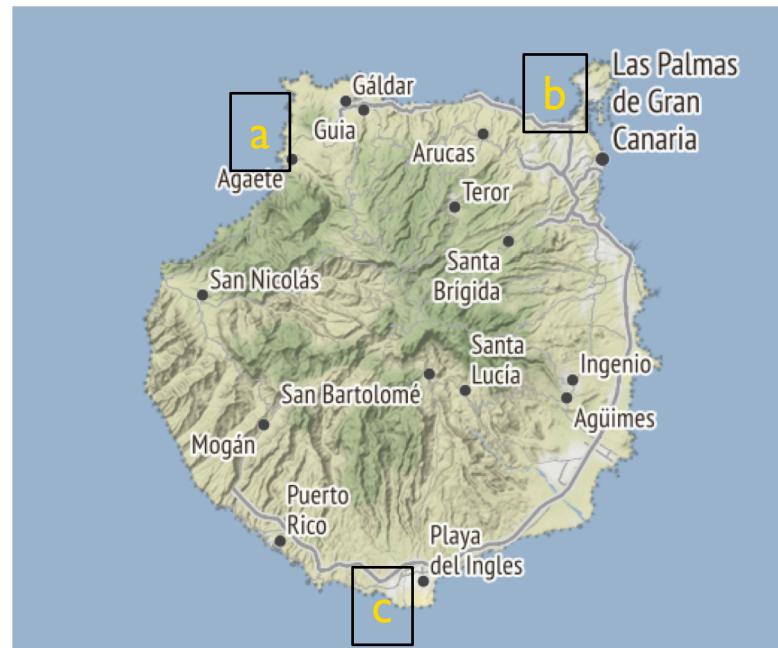
Bij-Na Kim

INTRODUCTION

- The Canary Islands are a very popular destination for tourists all year round.
- Over 75% of the economy belongs to the tertiary sector, where tourism is at the core.
- The construction industry is very active, as people seek to invest in the housing market.
- Gran Canaria is one of the 8 islands in the archipelago.

Basic facts about Gran Canaria

Country:	Spain
Island area (km ²):	~1500
Island population:	~850,000
Capital city:	Las Palmas de G.C.
Number of municipalities:	21

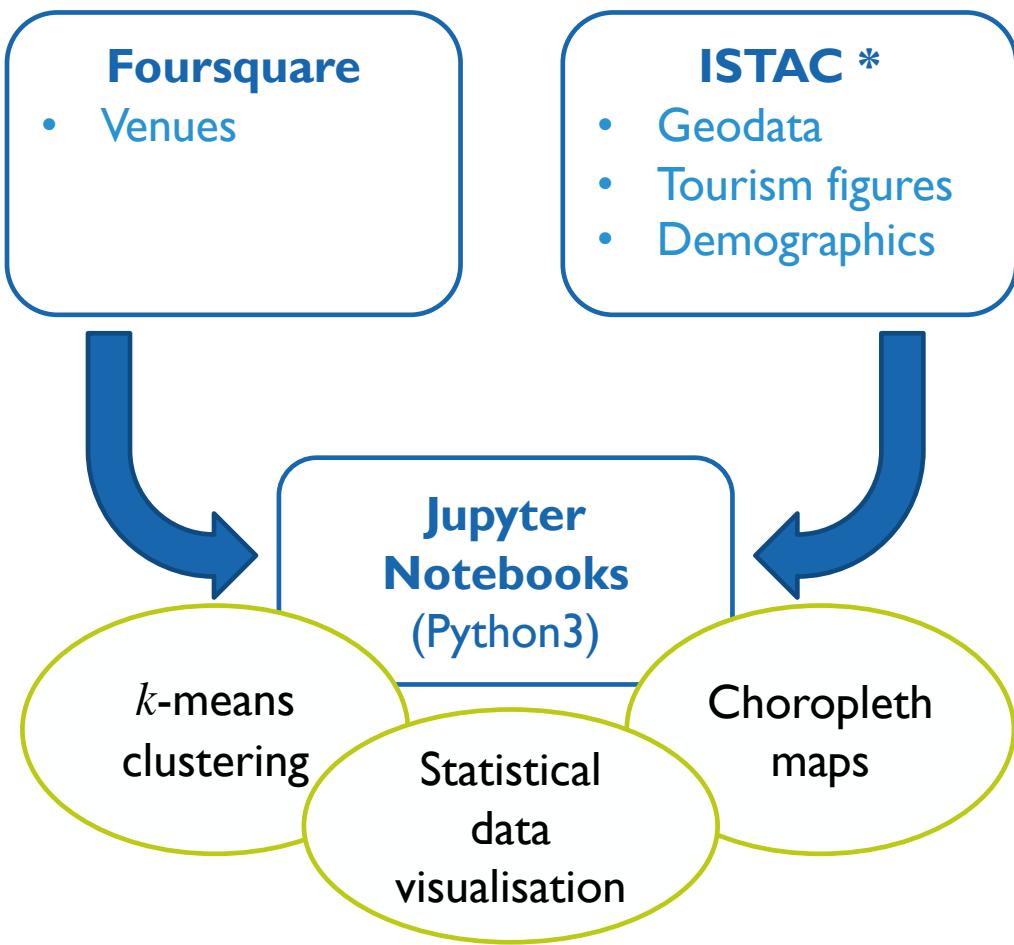


PROBLEM STATEMENT



- Where in the island?
 - Proximity to beach.
 - Proximity to bars and restaurants.
- When is the peak season for tourism?
 - Average income per guests per area.
- What is the local population like?
 - Foreign population.
 - Average age.

METHODOLOGY



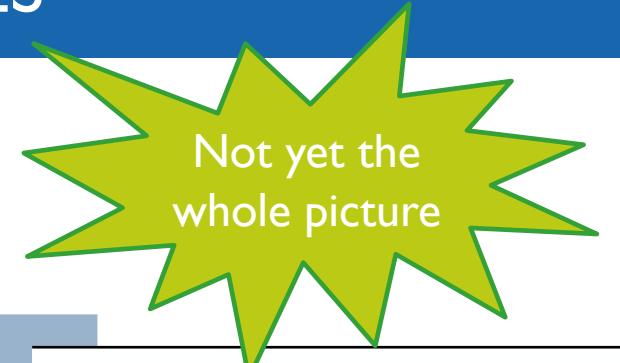
The Notebooks and the report developed for this project can be found at:

https://github.com/bee-57/Coursera_Capstone/tree/submission

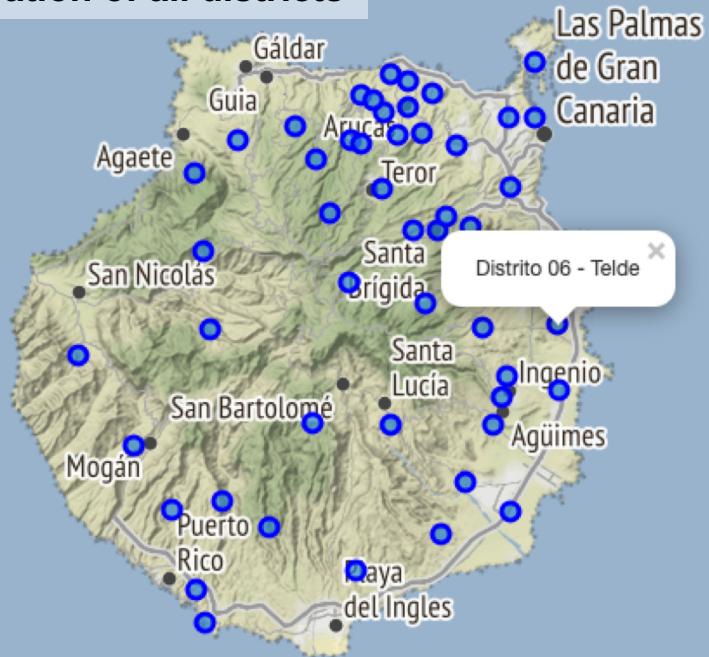
ISTAC = Instituto Canario de Estadística (Gobierno de Canarias)

DISTRICTS SEGMENTATION BY VENUE CATEGORIES

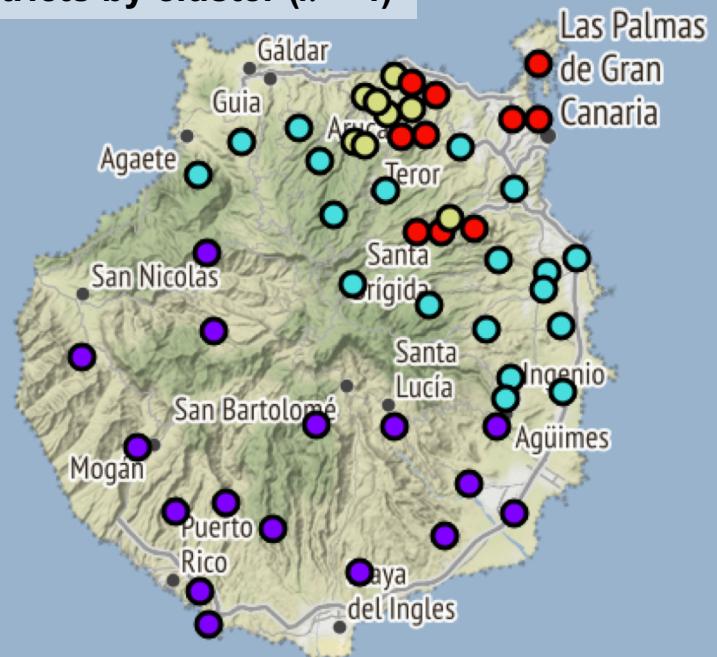
- Used Foursquare to obtain list of venues and venue category per district.
- Clustered based on similarities between districts.



Location of all districts



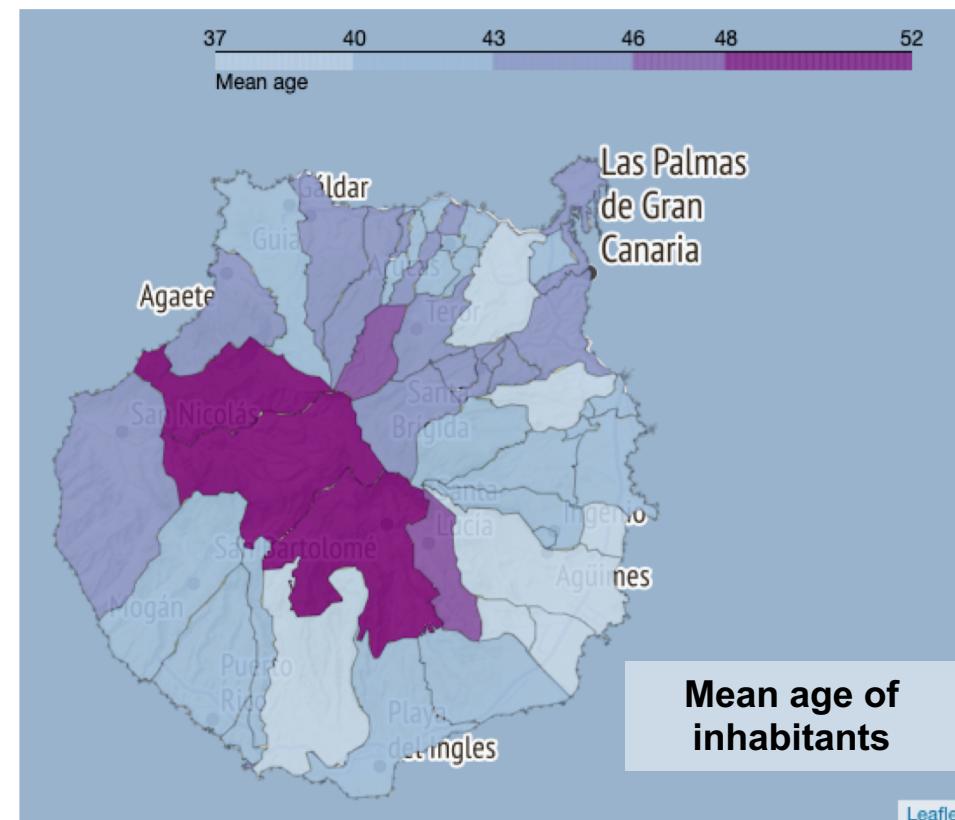
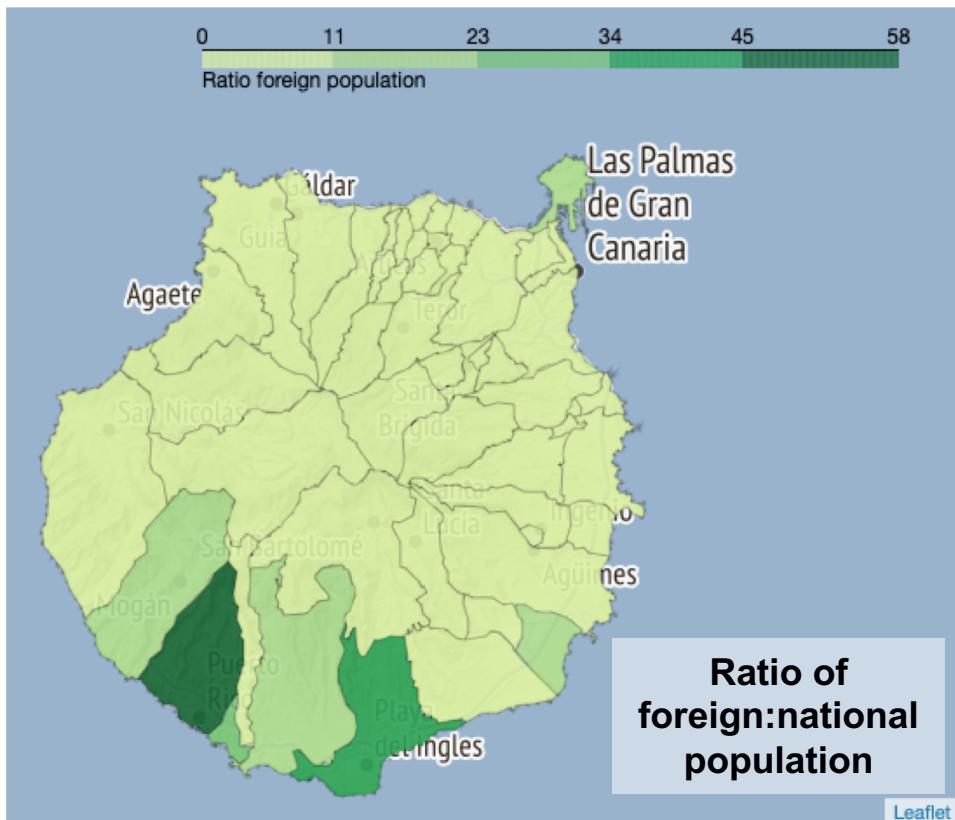
Districts by cluster ($k = 4$)



Cluster #	Colour	Top venues
1	Red	Restaurants Beaches
2	Purple	Hotels Beaches
3	Cyan	Beaches Restaurants
4	Yellow	Restaurants Plazas

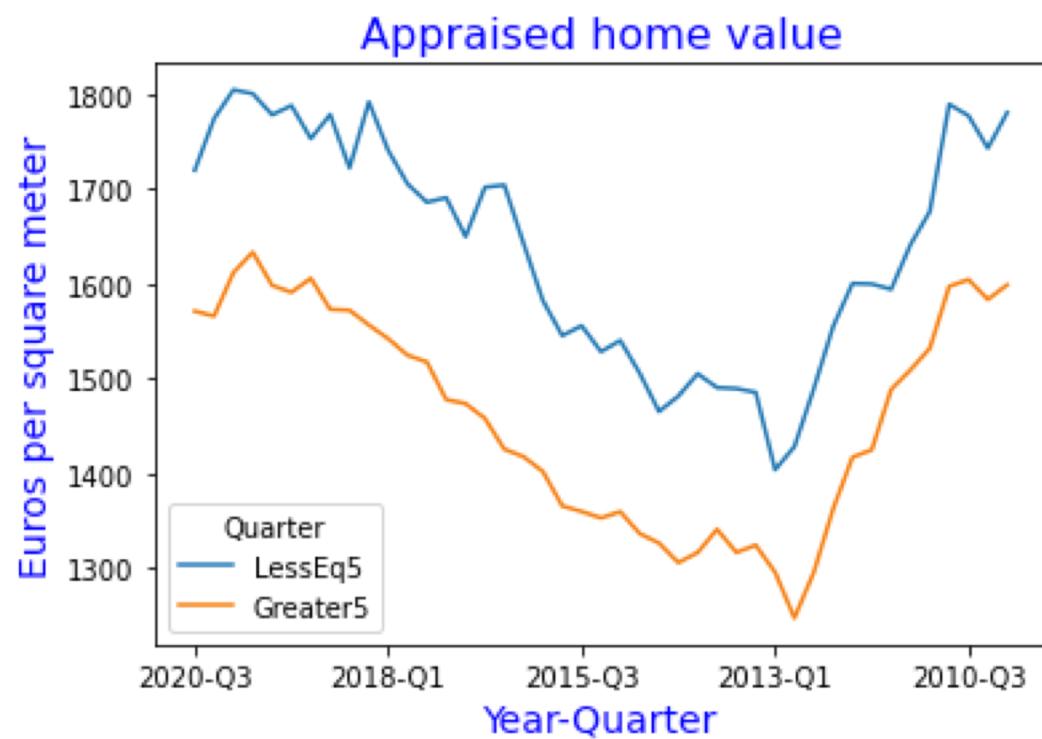
DEMOGRAPHICS

- Use of choropleth maps to illustrate districts' demographics:



HOUSE VALUES IN THE PROVINCE OF LAS PALMAS

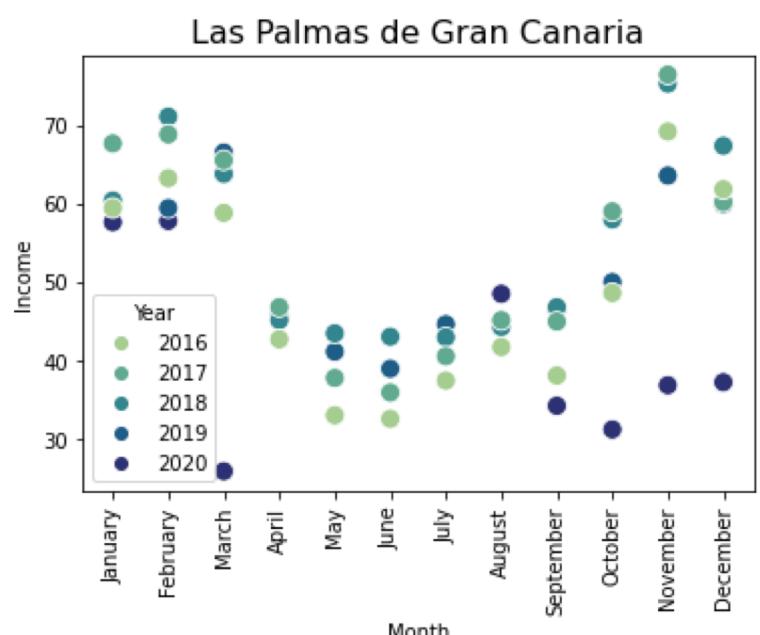
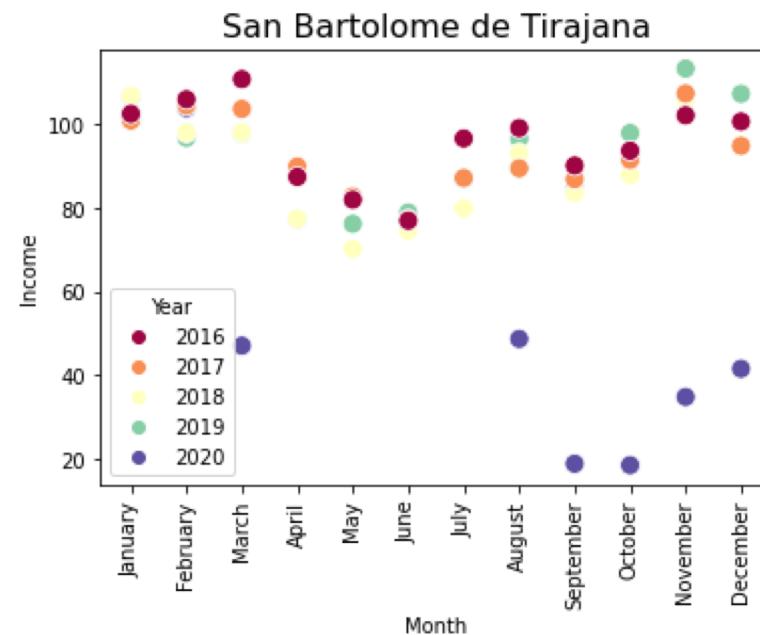
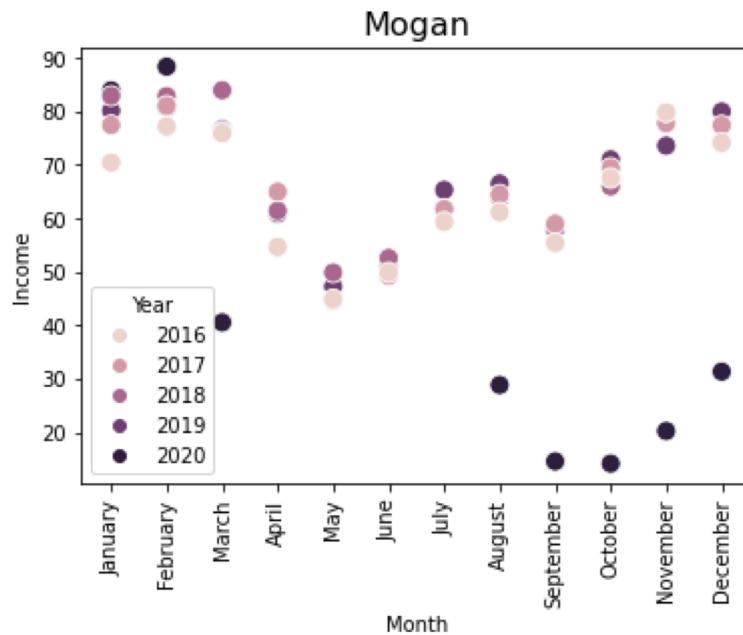
- The province of Las Palmas is composed of islands Gran Canaria, Fuerteventura and Lanzarote.



- Average appraised home value in € / m².
- Newer houses are more expensive.
- House prices have been dropping in recent months.

POTENTIAL INCOME PER GUEST ROOM

- Historical data showing average income (€) per available guest rooms per municipality.
- 2020 was a difficult year due to the global pandemic.



CONCLUDING REMARKS

- General trends show that the peak season for tourism on the island is between November and March.
- Mogán and San Bartolomé de Tirajana are municipalities located in the southern coast of Gran Canaria that feature many hotels and beaches.
- They have the highest ratio of foreign to national population, and also a younger average population.
- The municipality of San Bartolomé de Tirajana outperforms Mogán and Las Palmas de Gran Canaria in terms of income per guest room.

Recap

- ✓ Where in the island?
 - Proximity to beach.
 - Proximity to bars and restaurants.
- ✓ When is the peak season for tourism?
 - Average income per guests per area.
- ✓ What is the local population like?
 - Foreign population.
 - Average age.