



Which Landmark ?

Bill Looby

Opening a restaurant ?

Running a travel business ?

Involved in the tourism sector?

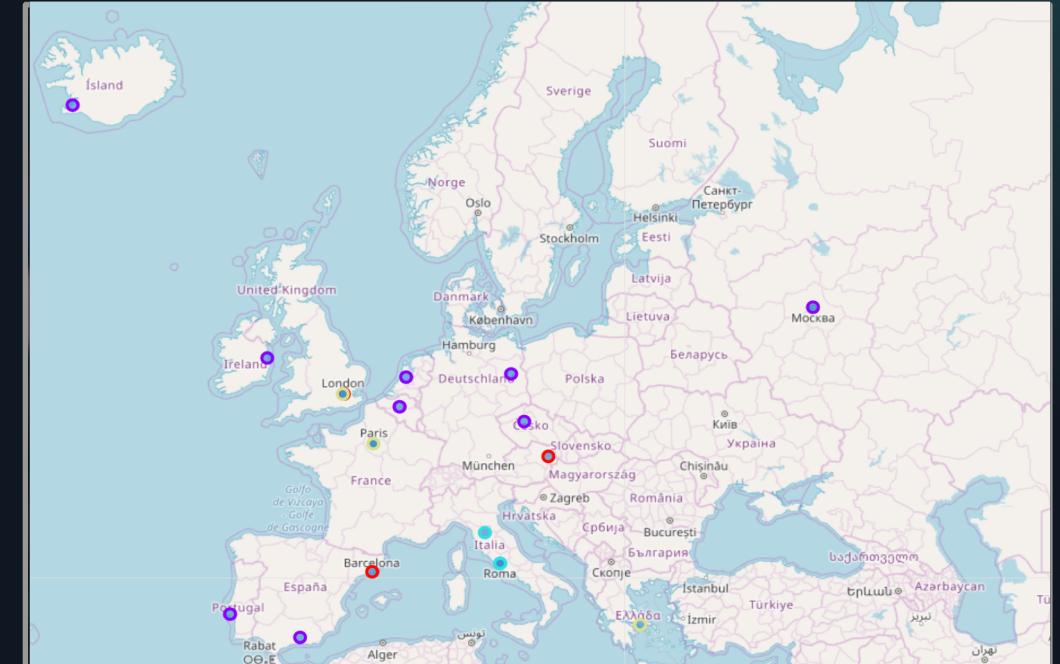


If you are looking to develop a new location, we provide the first step in your analysis, quickly identifying the landmarks near which it may be most profitable to develop.

What will I see ?

A map is displayed that shows the location of the landmarks colour coded

- Each colour represents a ‘cluster’ of landmarks that exhibit the same properties
- Looking at these clusters allows us to easily categorise the development opportunities near popular European landmarks



In more detail



Lets look at how can we easily identify the landmarks of interest, and just what have we found to date.



Our approach

We use popular crowd sourced and economic data to provide a quick visual indicator for Landmarks with good development potential.

- Data is gathered on restaurants in the area surrounding each Landmark.
- City economic indicators are also used to give an idea of the likely cost of development near any landmark.
- By clustering the landmarks we can easily identify the landmarks that represent the most likely development opportunities.
- Furthermore, by comparing the clusters with and without the city information we can see the landmarks that are most affected by this addition, and investigate if they represent the best development opportunities

What data do we use ?

- **Four Square API**
- **Numbeo city information**

The Four Square API can be used to get restaurant prices and ratings in the area of Landmarks. These can be averaged to get an indicator of likely popularity and income.

Cost of living and rent indexes (amongst other things) are available from Numbeo. This can give a rough indicator as to development and running costs.





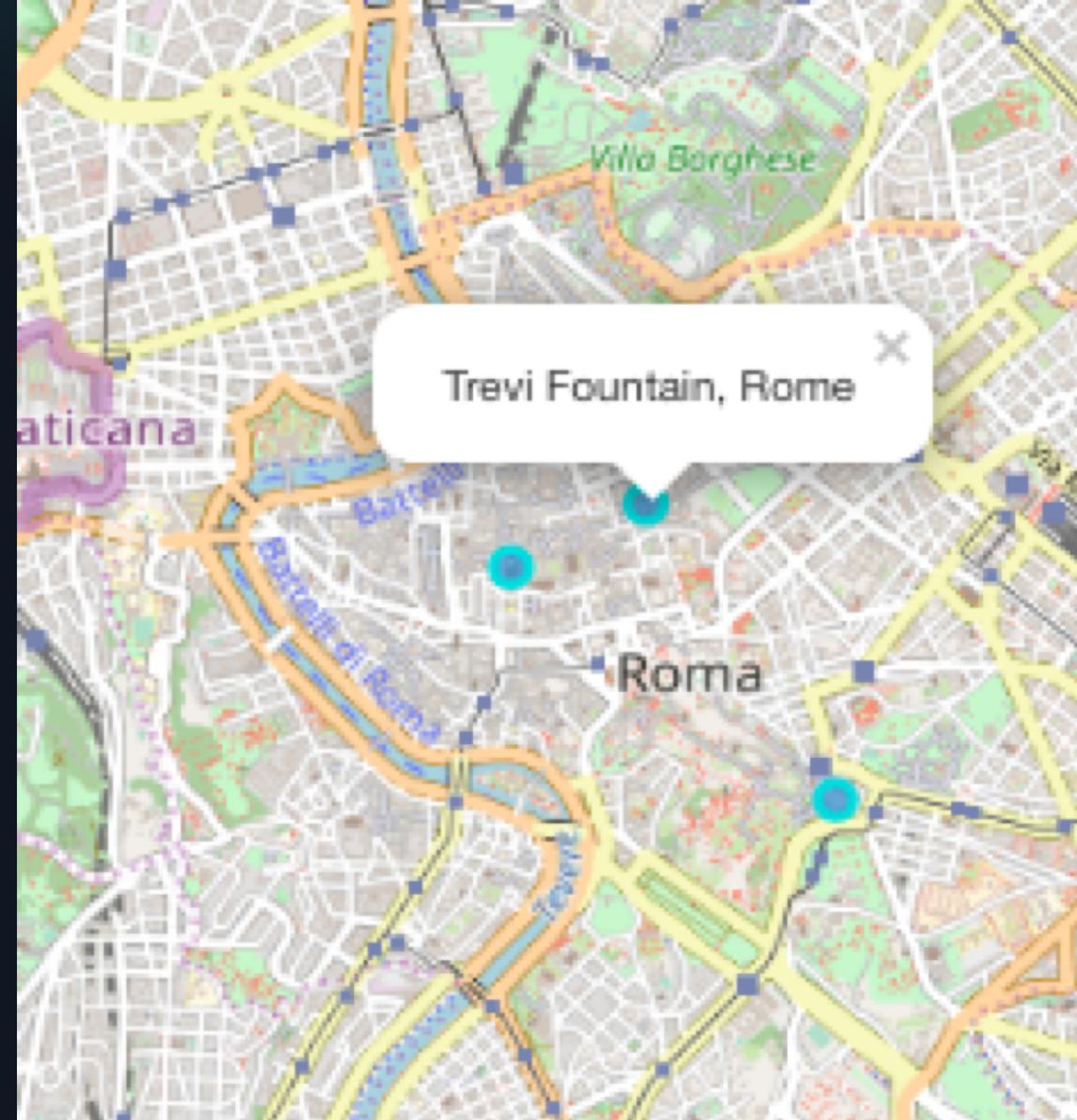
How do we use it ?

We use Kmeans clustering to give us easily consumable feedback

- We find clusters of landmarks around which the average restaurant rating and price index are similar
- We then cluster again with the addition of local city information, which means likely economic costs are included. This provides us 2 things
 1. A cluster of landmarks with common features. Identification of these features gives us the likely development locations
 2. A comparison with our first cluster. Those landmarks that cluster differently when economic information is added are worthy of particular attention

Viewing results

- Not only can a map of Europe be used (as previously shown) it is possible to zoom in on the results
- In this way multiple landmarks in a single city can also be viewed and analysed

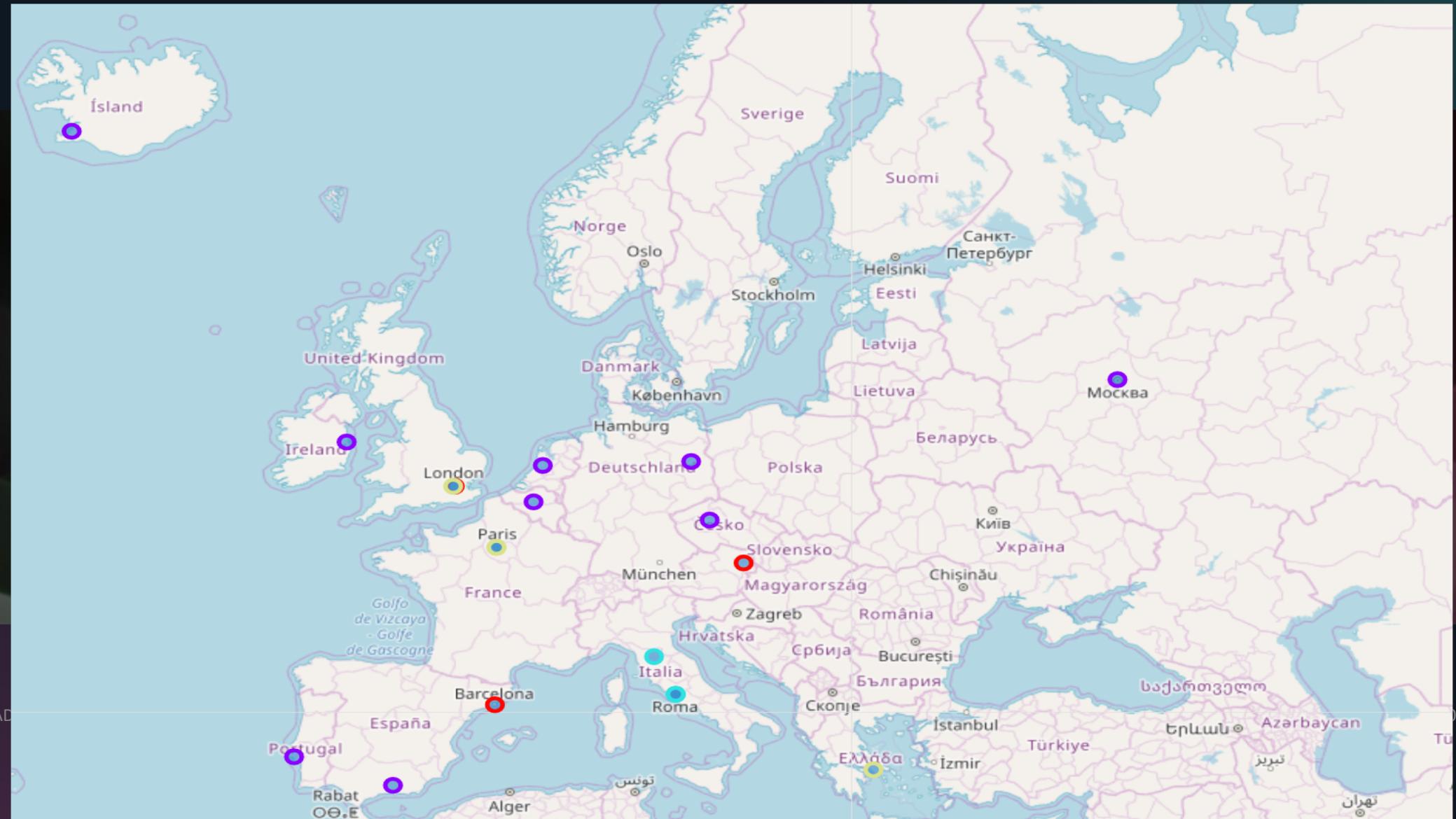


Our Results

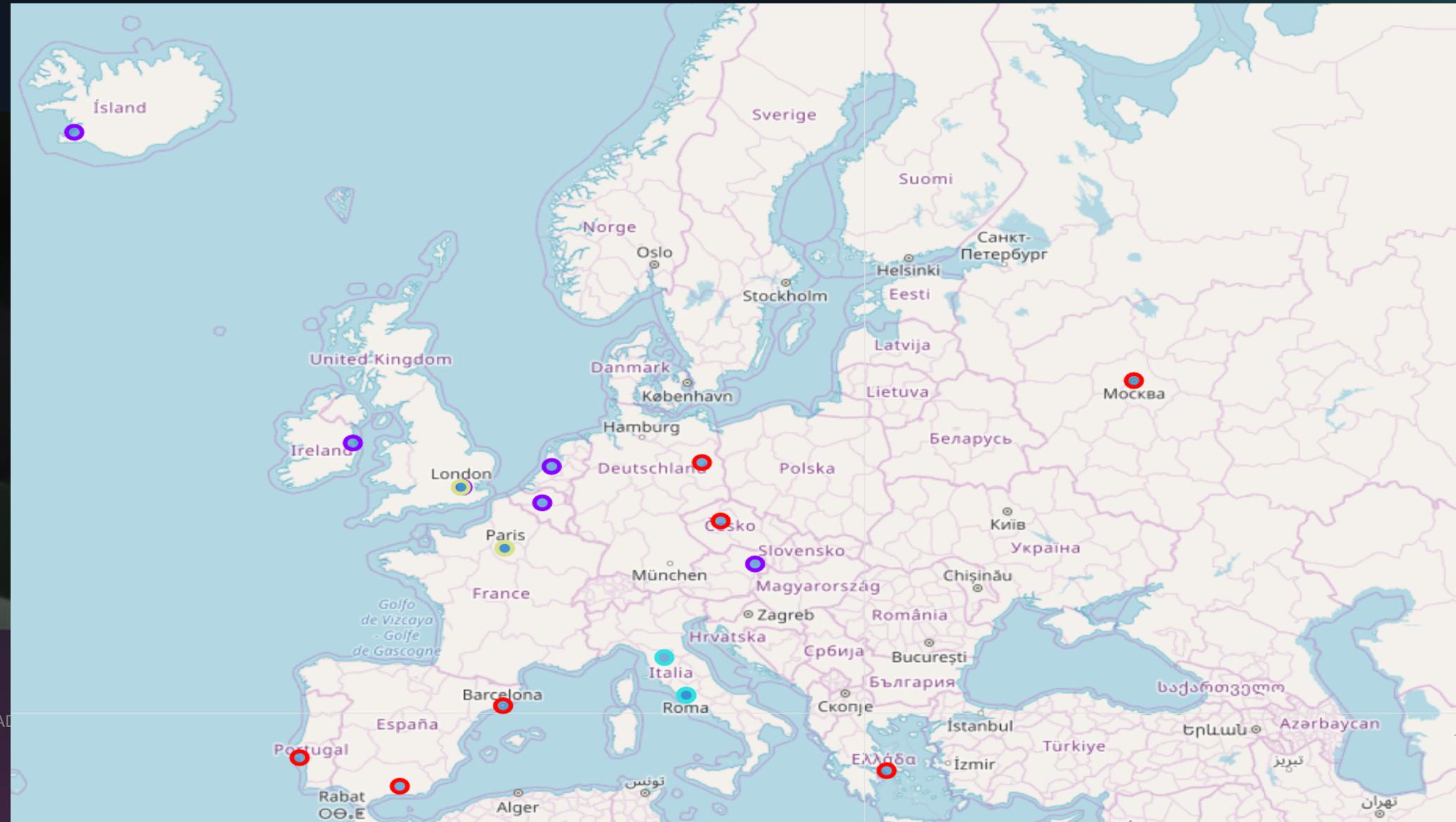


What Landmarks have been
identified . . .

Initial Cluster



Cluster with City economic information



What the clustering colours actually mean

- Analysis of the averages for landmarks belonging to each of the clustering colours allows us to make some observations on what a cluster colour actually means.
- You can see the Blue colour provides us with our ideal development scenario

Red – High cost of living, Low Price and Rating

Purple – Low cost of living, Low Prices, high to medium ratings

Yellow - High price and rating, High cost of living

Blue – High prices, low to medium cost of living



Conclusion

The following landmarks represent the best opportunities for development

1. Il Duomo, Florence
2. Trevi Fountain, Rome
3. Pantheon, Rome
4. Collisseum, Rome
5. Big Ben, London*

* Big Ben did not cluster in Blue but it did improve from Red to Purple on addition of City information, so merits further investigation.

Thank you

