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FunX Tours

Introduction/ Business problem

FunX Tours, a tour operating startup in the New York city, has decided to utilize data science techniques in order to differentiate itself from the very competitive tourism market in New York.

FunX Tours targets the 25-35 year olds as its customers as they think this group likes to explore trendy venues and is willing to allocate a large traveling budget.

However, this group of customers is also not afraid to post negative comments about a venue or even FunX Tours if they find the tour agenda is less than satisfactory. Therefore, FunX needs to carefully select its itinerary, and frequently updates it.

FunX Tours has approached us to apply data science to help them achieve the above goal.

Data description

New York has many boroughs and neighborhoods. In order to explore them, we will need a dataset that contains the data about these boroughs and neighborhoods, as well as the latitudes and longitudes. We will look to the readily available dataset published in https://geo.nyu.edu/catalog/nyu_2451_34572

For location data, we will utilize Foursquare API in order to explore and segment the neighborhoods. Foursquare contains a comprehensive location data about many venues that we will be able to segment and rank, in order for FunX to program the itinerary to recommend to its target customers such:

1. Places of interest

2. Restaurants for authentic American foods
3. Bars and nigh clubs
4. Shops