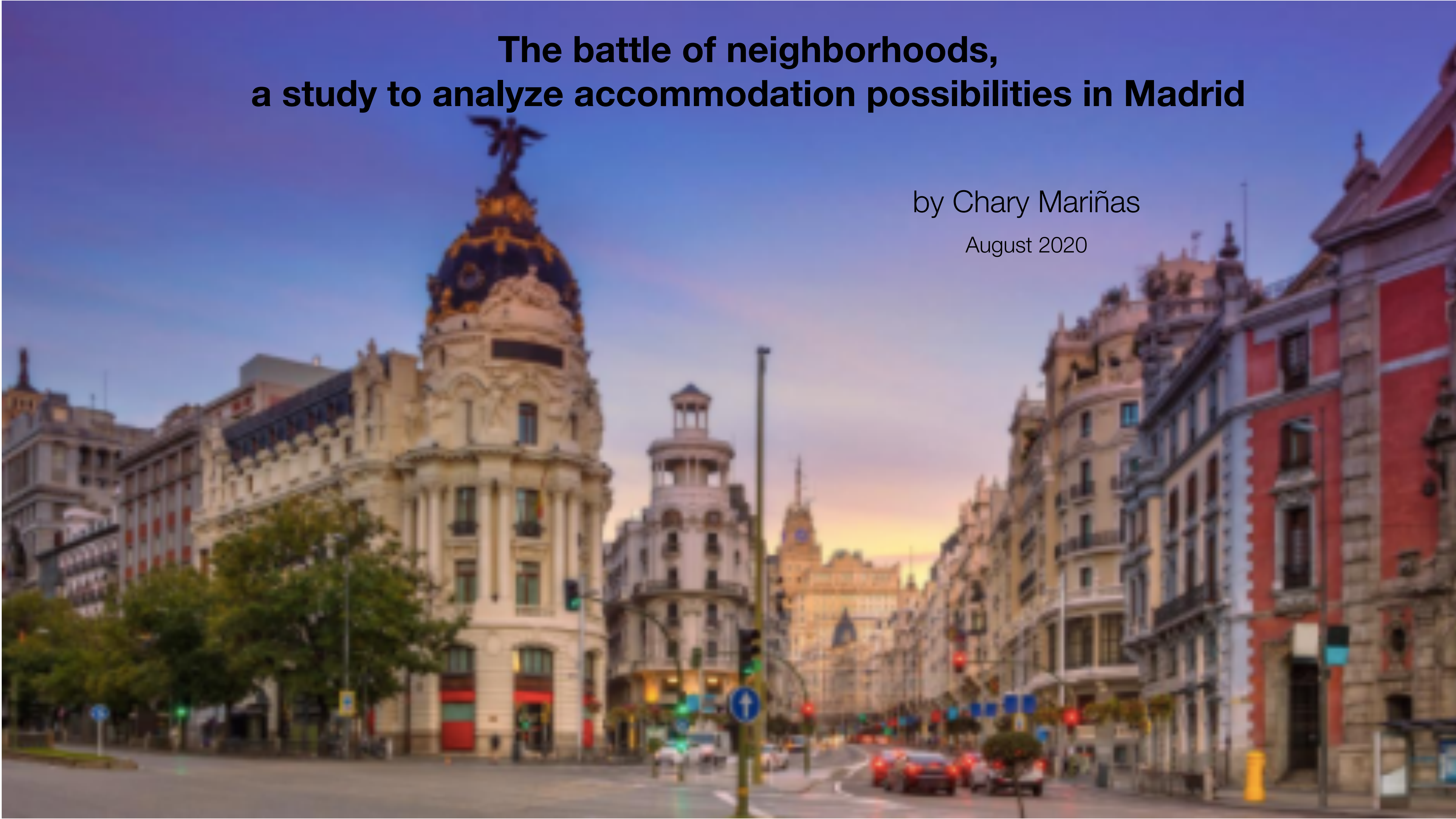


The battle of neighborhoods, a study to analyze accommodation possibilities in Madrid

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Business case

- What is the best area of Madrid to stay?
- What accommodation possibilities are there in the Centro district?
- Where should I stay if I want to see fine art?

Business case

According to the tourism page of the Community of Madrid, the city of Madrid registered in 2019 the arrival of 10.4 million visitors (+ 2.1% vs 2018), of which 55% were international and 45 % national. 22.6 million overnight stays were generated (+ 5.7% vs 2018). The main source markets for international tourism were the United States, Italy, France, the United Kingdom and Germany, and those that grew the most were the United States, China, Italy, Brazil and Mexico. A total expenditure of 10,451 million (+ 12.6% vs 2018) and an average daily expenditure of 270 euros (+ 11% vs 2018) was reached in the Community of Madrid.([+info.](#))

A tourist who comes to visit Madrid may have a great dilemma with where to stay, so we will analyze the best places based on the offer and services in the Centro district.

Data Sources

1. Madrid apartment listing from the Inside Airbnb site - [+info](#)

2. Madrid Neighborhoods Tabulation Areas from Inside Airbnb site - [+info](#)

3. Foursquare API to extract data about venues - food places, museums, galleries, shopping centers, sightseeing attractions, concert halls and so on

Data Sources

Initially, Madrid apartment list from Airbnb has 21255 records so we filtered according to following filters:

- District = 'Centro';
- Availability \geq 100 days/year;
- Number of reviews \geq 10;
- Last Scraped/Reviewed later than 2020-04-01;
- Minimum nights \geq 1;
- Excluded Hostels and Camper/RV;
- Excluded Shared rooms.

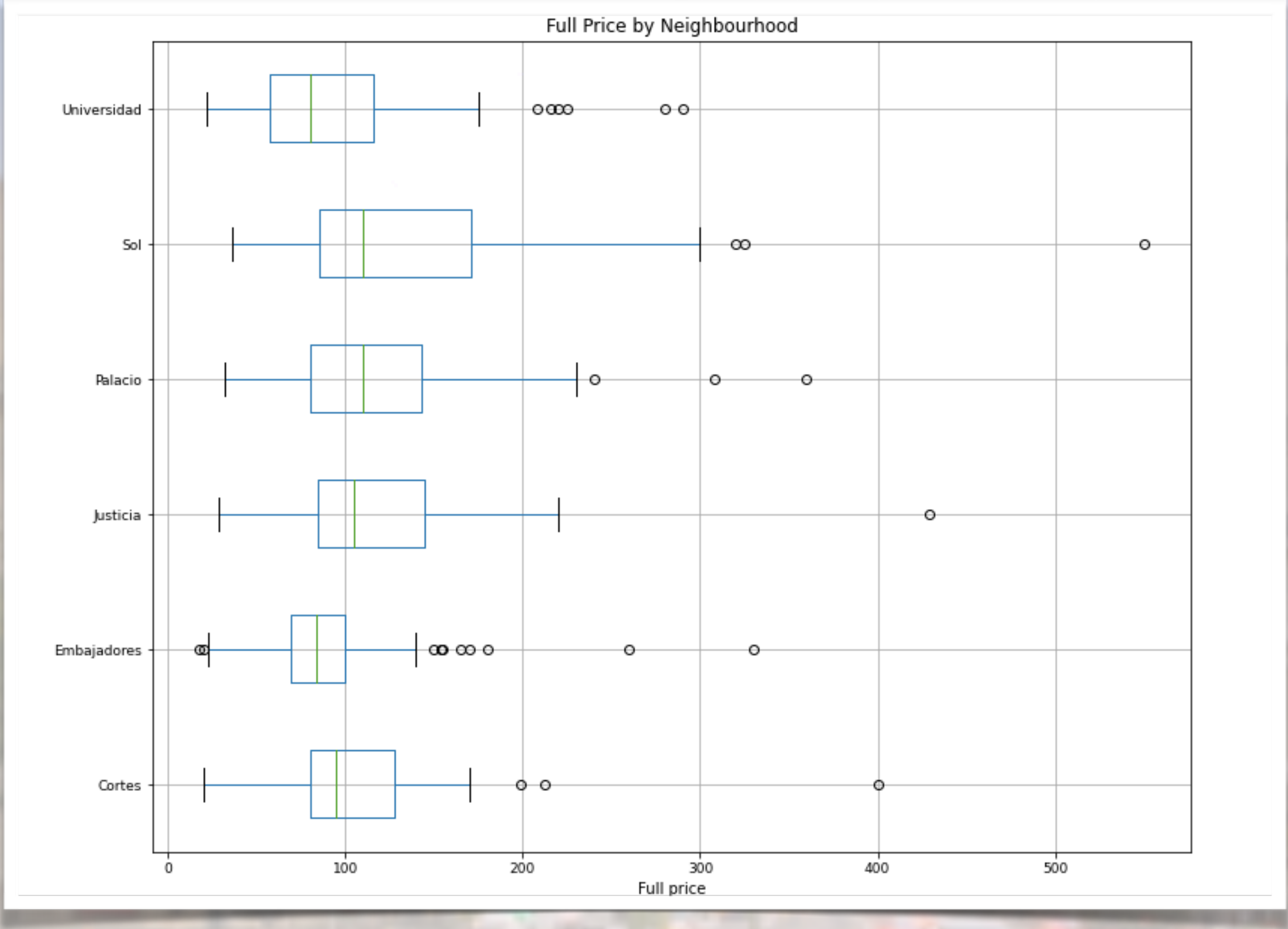
Data

Centro district has this neighborhoods:

	Neighborhood	Latitude	Longitude
0	Palacio	40.415129	-3.715618
1	Embajadores	40.409681	-3.701644
2	Cortes	40.414779	-3.697584
3	Justicia	40.423957	-3.695747
4	Universidad	40.425409	-3.705989
5	Sol	40.417827	-3.702222

Data

Centro district has this prices per person for the neighborhoods:



Results

Based on the Foursquare recommendations, we calculate the top venues for the 5 best places

	name	Entertainment	Fine Art	Food Place	Shopping	Sightseeing
0	****Studio Centre-Live-In Atocha-WiFi,A/C ****	0.15	0.22	0.48	0.04	0.11
1	***Loft Centre- Reina Sofia-Atocha-WiFi, A/C***	0.15	0.22	0.48	0.04	0.11
2	***Loft Centre-Museum Mile, WiFi, A/C***	0.14	0.21	0.43	0.04	0.18
3	***Studio Centre-Live-In Atocha-WiFi,A/C ***	0.17	0.21	0.54	0.04	0.04
4	**Center Luxurious Apartment. Museum Mile Wifi,A/C	0.11	0.22	0.48	0.04	0.15

Conclusions

- The Downtown district has many places to eat, with very high scores, so it should not be decisive when choosing a place to stay as it is the 1st common venue.
- If the client wants to stay in an area where he can enjoy fine art, he should choose a hotel in the Embajadores area, since that is where the museums are.
- In case the client wants entertainment, the best option is to choose an accommodation in Sol.