



Holiday destination!

Problem statement

It's difficult to find the holiday spots that my wife and I can agree upon. As expected my wife always has the upper hand. Hopefully with this project I will search potential holiday destinations and score them for desirability based on our requirements. I will be searching for the top 100 attractions from centroid location in a city and assigning each a score. The scoring will be based on two key requirements:

- Has good city centre or what is available near city centre for a good cultural break that I like to have.
- Has a sea-side that my wife likes.

Analytical approach to solve the problem

Using analytical approach we will search potential holiday destinations and rank them based on our preferences. I will be ranking top 100 venues from centroid location in a city and assigning each of them a score. This gives us an understanding what venues are reachable within a walking distance from the centre.

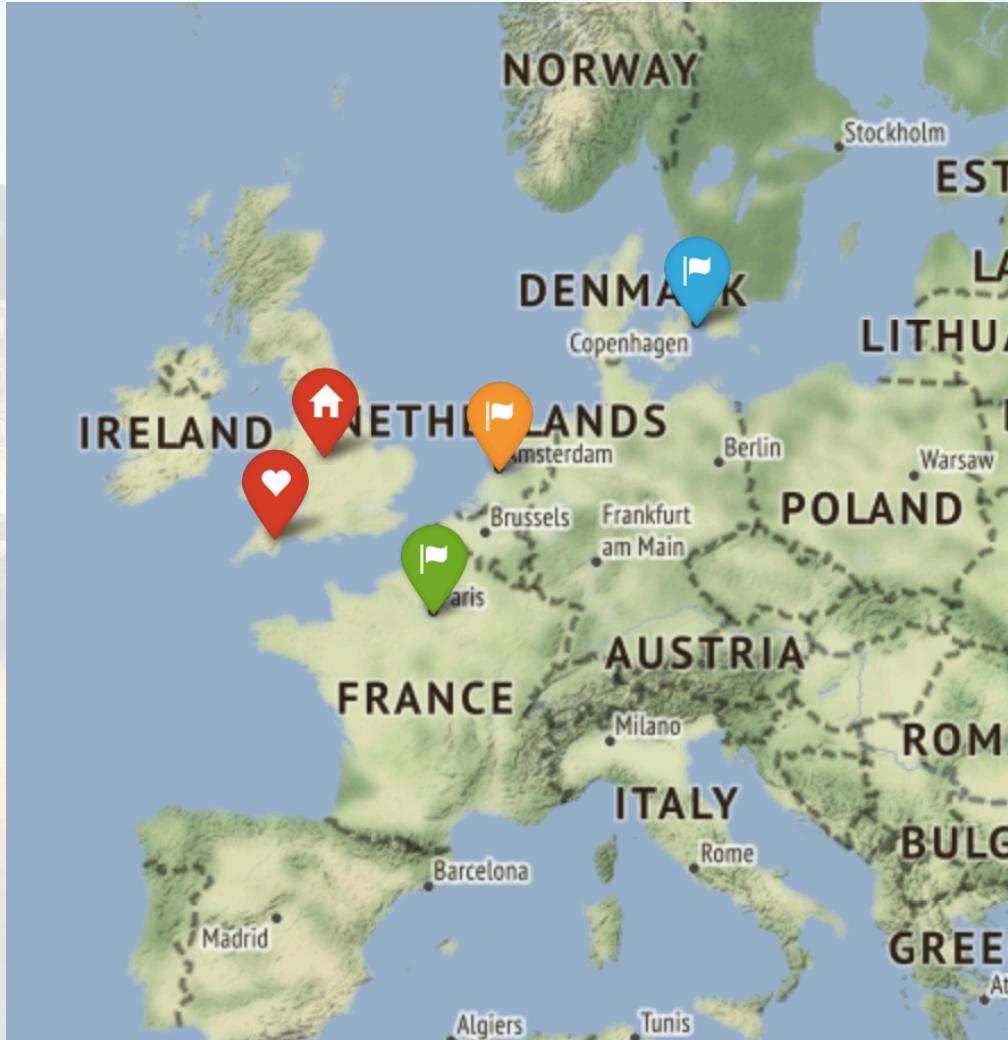
Methodology

- Identify 3 holiday destinations using Geopy and compare it with our default holiday destination, Devon.
- We've chosen city breaks to analyse based on
 - Short-haul flights from where we live (home symbol)
- 3 cities shortlisted:
 - Paris
 - Copenhagen
 - Amsterdam



Methodology

- Find venues in our shortlisted cities restricted to holiday attractions.
- Score venues based on our preferences.
- Combining venue data from FourSquare to our preferences data to calculate the desirability of each cities.
- Fly to one that scores the most!



Metric 1 : Average venue score

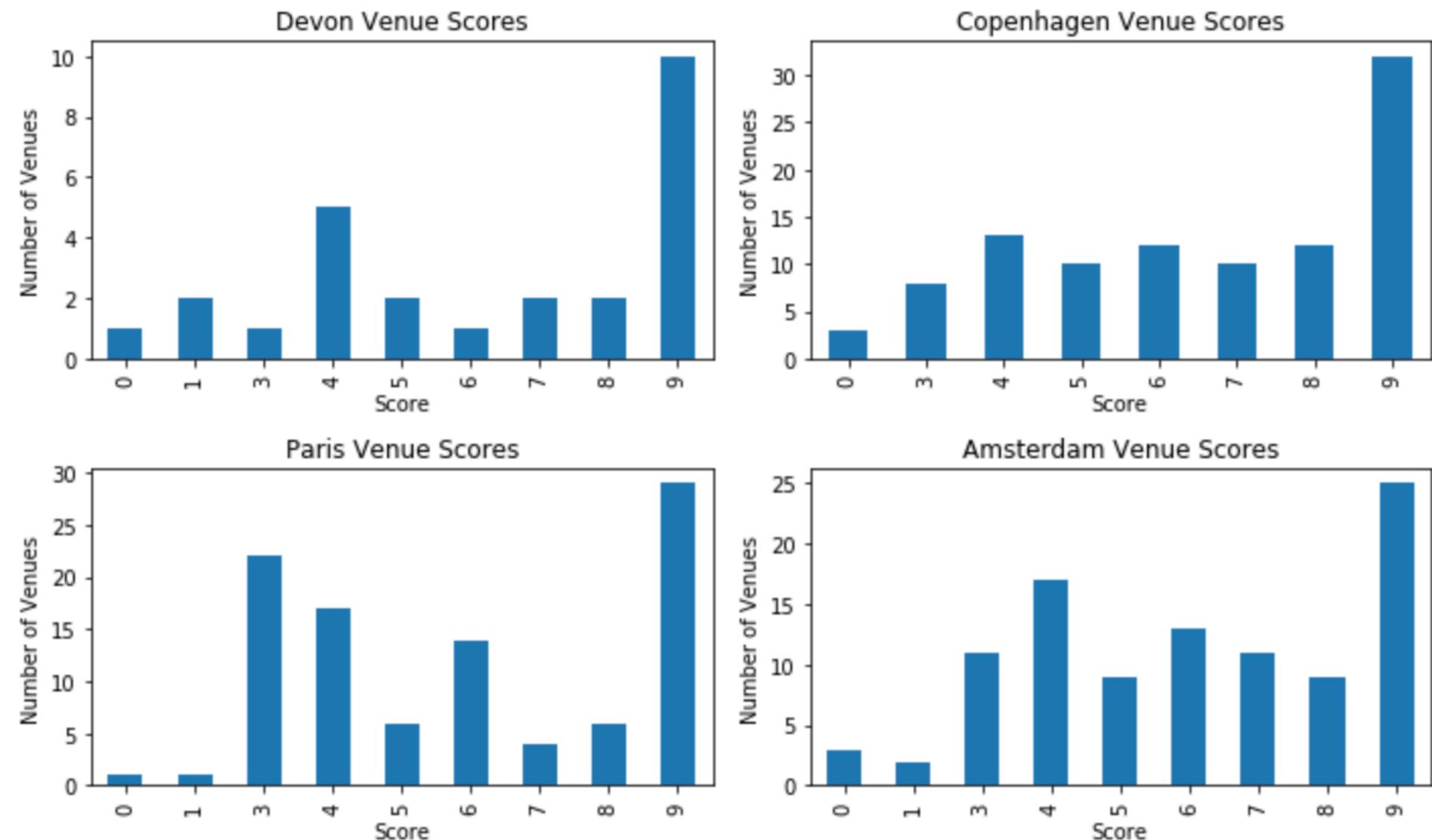
Copenhagen wins in terms of average venue score!

Destination	#Venues	Average Score
Devon	26	6.19
Copenhagen	100	6.52
Paris	100	5.86
Amsterdam	100	6.00

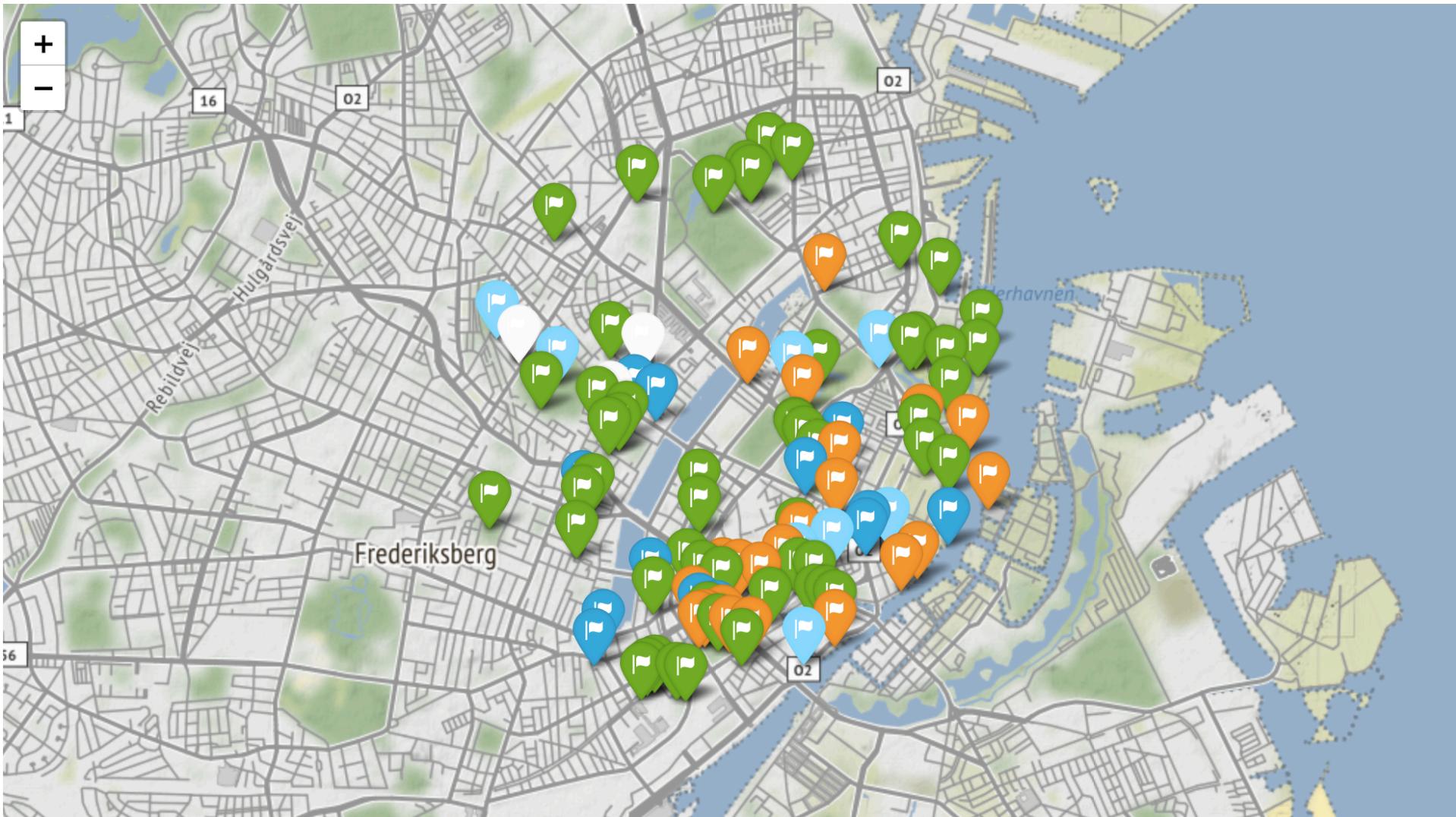
- Copenhagen scores highest and has more venues than Devon.
- Paris scores the lowest in terms on average score.
- All city breaks we have considered out of the UK has 100 or more than 100 venues to explore.

Metric 2 : Venue score frequencies

Copenhagen has a lot of attractions with 9 (out of 10) preference scores!



Metric 3 : Venues we have scored in Copenhagen are in close proximity from city center



Conclusion: Copenhagen wins!

- Copenhagen wins in terms of more venues that suits our preferences.
 - We have used average score based on the top 100 venues from city proximity to decide the city.
- The below top-5 venues are relevant in Copenhagen and we are excited to explore it this summer.

Venues	Frequency
Park	14%
Theatre	10%
Art Gallery	7%
Music Venue	5%
Art Museum	5%