



Capstone Project - The Battle of Neighborhoods (Week 1)

1. Introduction

Hello! During my project, I am going to present a simple yet a real problem, for my hometown called Patras. Patras is the 3rd biggest city in Greece, about 2 hours by car from Athens (the capital city). It's a lovely place that has access both to sea and mountain, really close. The city attracts lots of tourists and along with Patras citizens, the local markets and streets are really crowded. So, the "problem" is that a businessman from another city, is interested in investing in our city. However, he is not really sure for what kind of business should he start. Should he build a hotel, open a coffee shop or maybe a restaurant? I'm going to find out by collecting the most desirable businesses, voted by different foursquare users that visited Patras. In this way, the investor will have a clear opinion for what the tourists and the citizens like most and possibly "take advantage" of such finding.

2. Data collection

I am going to use data from foursquare. Specifically, I am going to use:

- Ratings (in order to find the most visited and liked venues)
- Longitude and latitude of all venues
- Names of venues
- Category of venues (bars, restaurants, attractions, etc)

First, by using ratings, I will try and find out what are the most rated venues in Patras. It's really interesting what tourists and Patras citizens enjoy more in the city. After that, I will present the top venues in a map, so to check where are located. A map is always a better

visualization method when it's about venues all over the city. After that, I am going to find out what kind of business should the businessman start, in order to have profit.