

Restaurant Venues Recommendation for 2021 Timiket(Epiphany) Visitors in Addis Ababa

By Dejene Techane

December, 2020

1. Introduction/Business Problem

1.1 Business Problem Understanding

The business problem is how could we provide support to different visitors to list and visualize Addis Ababa districts that fit their needs in term of food venues.

1.2 Background Information

Ethiopian Timket(Epiphany) is a colorful and religious festival celebrated all over Ethiopia to commemorate the baptism of Jesus Christ by John the Baptist in the River Jordan. The commemoration starts on the eve of the main festival on 18 January[1]. It is registered by UNESCO as a cultural heritage[2]. Each year several visitors all across the country come to Addis Ababa to celebrate this colorful and religious festival. Tourists also visit this festival from across the world. Addis Ababa is the capital city of Ethiopia where the international airport is located and all international tourists are arriving. Tourists may also move to different places of Ethiopia; mostly they move to Gonder and some may stay at Janmeda(Addis Ababa) and celebrate the festival. As a residence, I decided to use Addis Ababa as my project to fulfill the requirements of the Coursera Capstone project/The Battle of Neighborhood. However, the city is divided into 10 boroughs, called sub-cities (Amharic: ክፍለ ከተማ, kifle ketema), and 99 wards (Amharic: ቀበሌ, kebele).[3]

In my view, it's difficult for visitors, especially restaurant-goers, to make a better choice from among many options since there is also too much information on the web because everybody's got their take of where to go and it's all so fragmented that you have to assemble it yourself if you're interested in tourist/non-touristy recommendations.

So, how could we leverage Foursquare location data and machine learning to help us make decisions and find out the appropriate neighborhoods? This is the problem I would like to address in this Coursera capstone project taking Addis Ababa as an example. In this project, I am going to use Foursquare location data and a clustering algorithm to group the districts into different groups by their restaurant venues information. I will also discuss further more about the methodologies I use to overcome the problems.

1.3 Interest

This information can be used for visitors to get restaurants based on the neighborhoods.