PINPOINT PERFECT PARISH (Porto City)

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1. INTRODUCTION

1.1. Background

Imagine, you want to visit or relocate to Porto City (Portugal). Which district would you choose for a stay? Not far from the ocean? Or, perhaps, you dislike noise and winds, so you prefer to stay neither by the shore, nor in the City Centre? Or, maybe, you are a student, so the best neighbourhood for you is located not far from the University? Anyway, you probably want to know, how districts of the City differ from each other and which are similar. Something that is important for one person may be neglectable for another one. It may take loads of time to get acquainted with the City, and some traits of the districts may stay unobvious.

In these terms, people might be interested in a system showing them – based on their individual tastes – similar areas of the city with detailed description, so that they could make a choice easier.

1.2. Problem

The objective of my Capstone Project, named PINPOINT PERFECT PARISH (Porto City), is to build a system that helps a customer to choose the district in Porto to settle down.

A customer cannot know all types of venues in the City. And we are not expecting them to think out succinct criteria for the segmentation. The thing we really can do here is to ask them to fill simple questionnaire and to rank suggested features in terms of importance for their choice. Given this information we can customise the segmentation individually.

For the demonstration purpose, I'm going to perform analysis for a one certain person, providing that we know their preferences. The output of the cluster analysis will be a map with labelled neighbourhoods (parishes) on it and detailed descriptions for every parish type.