

Capstone Project - The Battle of Neighborhoods (Week 1)

Introduction

Saint Petersburg is considered the Northern Capital of Russia. Its Historic Centre and Related Groups of Monuments constitute a UNESCO World Heritage Site, so it's also referred to as Russia's cultural capital. Saint Petersburg is home to the Hermitage, one of the largest art museums in the world, and the Lakhta Center, the tallest skyscraper in Europe.

Many foreign consulates, international corporations, banks and businesses have offices in Saint Petersburg.

Saint Petersburg is one of the most popular touristic city in Russia, famous in other countries.

I live there and would like to understand, what type of places are the most visited for both citizens and tourists. As we know, the city is situated in the north, it can be really important.

Business Problem

Saint Petersburg is a touristic city. A lot of people come to Saint Petersburg for different reasons. Structure data and analytics help them to understand districts and popular places there. A person can choose the most comfortable district for their spending time for a short or long period.

And knowing special places (districts) they can plan something easier than before.

We will find the answers to questions:

What is the most popular kind of places in the city? In which districts they are?

How there are grouped by districts?

Analyzing clusters of districts.