W2PT – Welcome to Portugal!

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Part of the IBM Data Science Professional Certificate

Notebook available here | Github Link

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The Business Problem

Tourism is a big deal in Portugal. Elected as the best European destination for three years in a row (2017 to 2019), it is a great place to visit and to stay.

But where should you go?

Based on Foursquare ratings **we rated and classified the best destinations for the convenience of you and other tourists**, making sure you have quick access to the most popular locations.

Three main regions stand out: Porto, Lisbon and Faro – all conveniently served by airports.

Region 1: North (Porto and Aveiro)

Region 2: Center (Lisbon)

Region 3: South (Faro)

No. Likes per City

Avg. Likes per City