Capstone Project - The Battle of Neighborhoods
Neighborhoods in Manhattan for a Hotel Chain

<u>Introduction</u>

A hotel chain is looking to open a hotel in Manhattan and want to know which area they should open it and what kind of business concept should be implemented in each cluster.

There are 23 Neighborhoods of Manhattan that have more than one hotel located, of which **10 Neighborhoods** have more than three hotels. In order to understand the characters of popular areas for a hotel location, we can create a map where the **top 10 Neighborhoods as a hotel location** are plotted as well as **hotels colored differently per clusters** according to **venue categories nearby**.