

# Exploring Bali Cities

Datascience Capstone

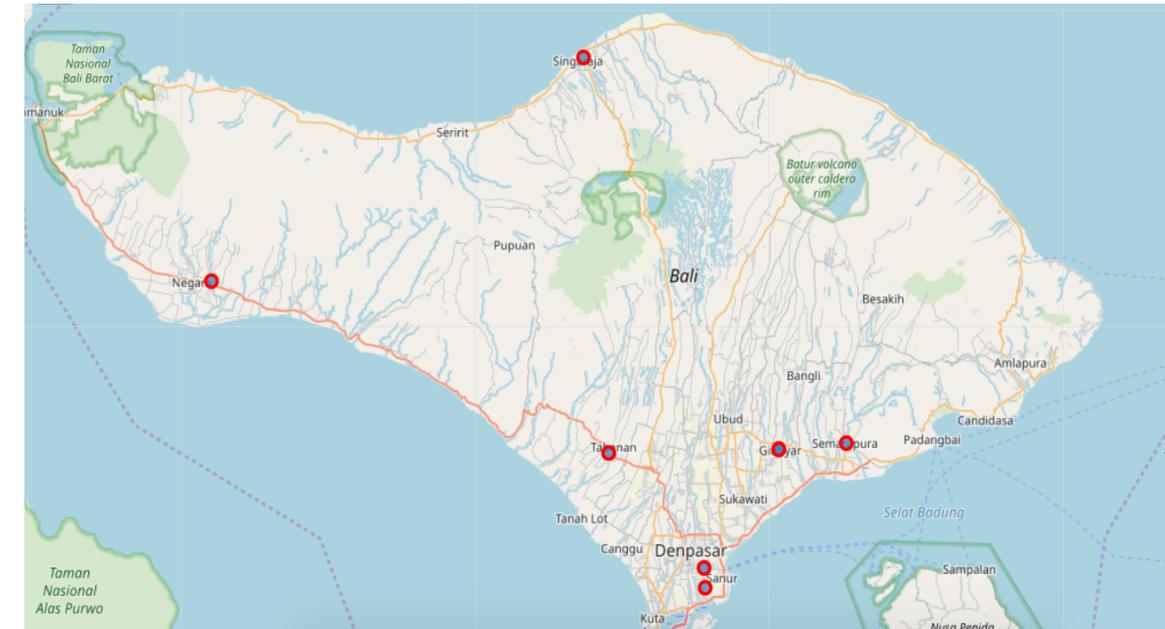
# Objective

- Exploring the island of Bali to scope out the cities best suited for a new hotel investment

# Data Sources

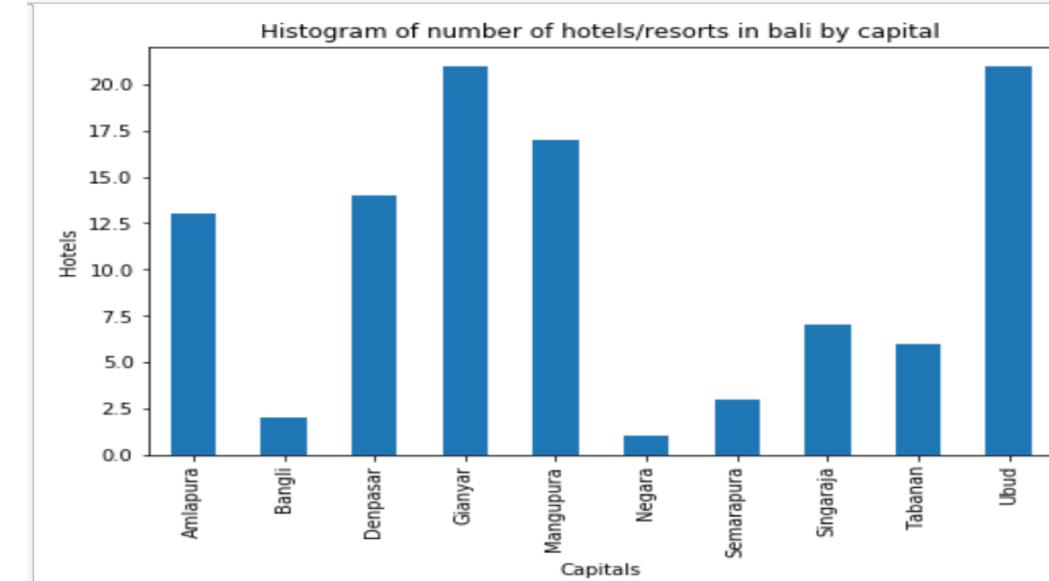
- Wikipedia: list of cities (<https://en.wikipedia.org/wiki/Bali>)
- CSV file: cities coordinates
- Foursquare

# Data Baseline: list of cities with coordinates

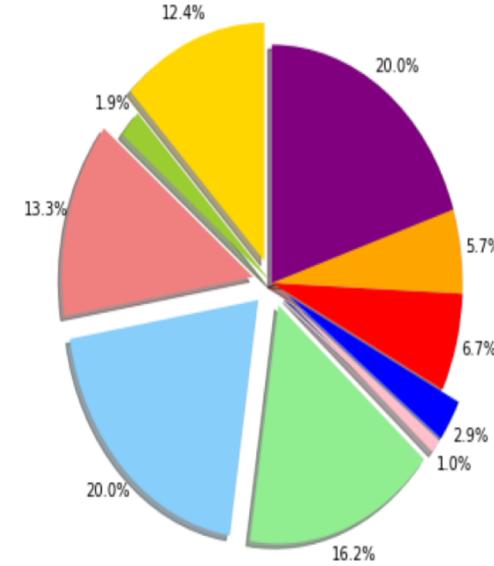


|   | Name               | Latitude  | Longitude  |
|---|--------------------|-----------|------------|
| 0 | Denpasar City      | -8.672180 | 115.233550 |
| 1 | Badung Regency     | -8.694210 | 115.235809 |
| 2 | Bangli Regency     | -7.589500 | 112.790138 |
| 3 | Buleleng Regency   | -8.110320 | 115.089394 |
| 4 | Gianyar Regency    | -8.541600 | 115.323051 |
| 5 | Jembrana Regency   | -8.357130 | 114.645592 |
| 6 | Karangasem Regency | -6.702870 | 108.482811 |
| 7 | Klungkung Regency  | -8.534860 | 115.404213 |
| 8 | Tabanan Regency    | -8.545040 | 115.119957 |
| 9 | Ubud               | -8.506854 | 115.262482 |

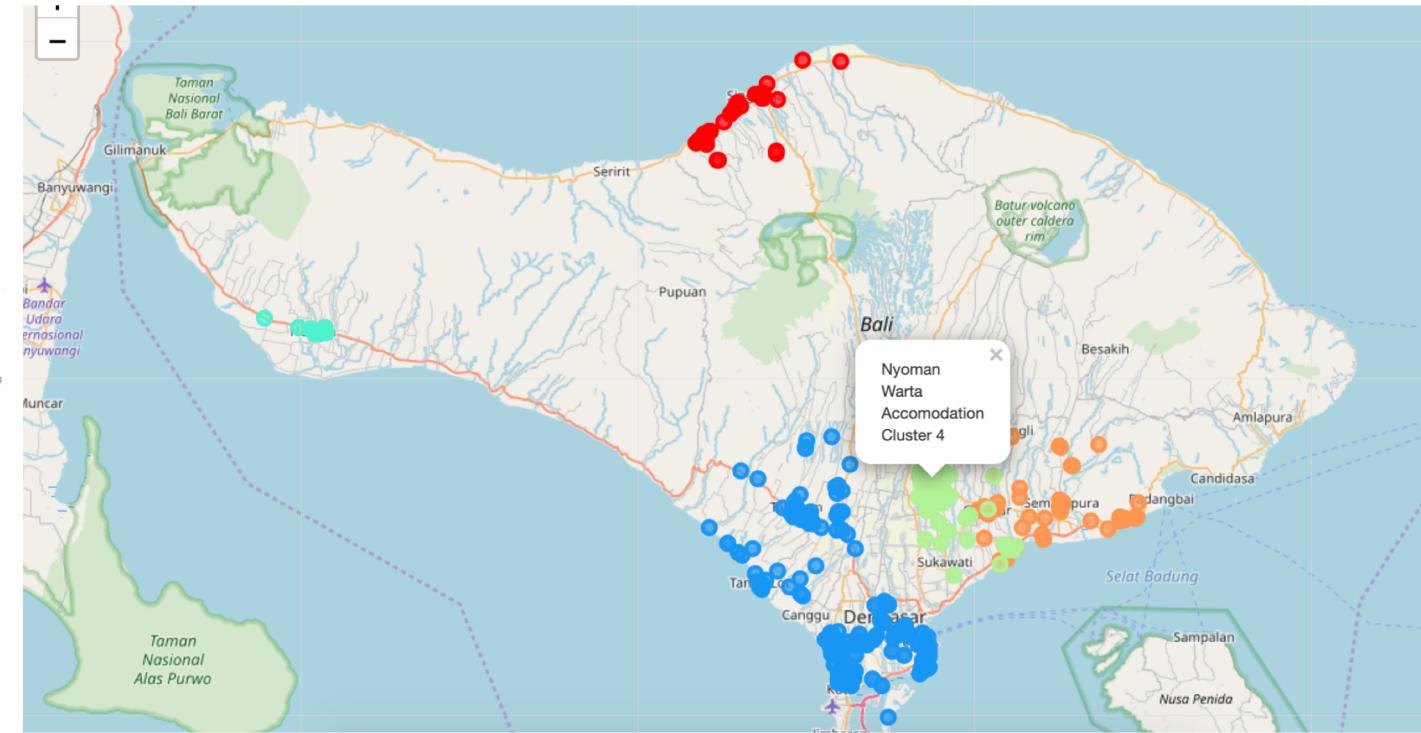
# Hotel/Resorts per City



Pie Chart of number of hotels/resorts in bali by capital



Clustered  
venues showing  
the most  
populated cities



# Most liked hotels/resorts

|     | Capital   | Capital Latitude | Capital Longitude | Venue                                       | Venue id                 | Venue Latitude | Venue Longitude | Venue Category | Venue Likes |
|-----|-----------|------------------|-------------------|---------------------------------------------|--------------------------|----------------|-----------------|----------------|-------------|
| 52  | Mangupura | -8.69421         | 115.235809        | Sheraton Bali Kuta Resort                   | 4dff735e628421556008ee8c | -8.717966      | 115.169126      | Hotel          | 230         |
| 112 | Amlapura  | -6.70287         | 108.482811        | Aston Cirebon Hotel & Convention Center     | 50873793e4b095f041ac562d | -6.722276      | 108.539745      | Hotel          | 212         |
| 53  | Mangupura | -8.69421         | 115.235809        | The Stones Hotel                            | 50481fb4e4b06b582141a247 | -8.711445      | 115.169402      | Hotel          | 183         |
| 76  | Gianyar   | -8.54160         | 115.323051        | Komune Resort and Beach Club                | 509f153ee4b0df8f7f4d0409 | -8.598222      | 115.338460      | Resort         | 165         |
| 77  | Gianyar   | -8.54160         | 115.323051        | Komune Resort and Beach Club                | 509f153ee4b0df8f7f4d0409 | -8.598222      | 115.338460      | Resort         | 165         |
| 144 | Ubud      | -8.54160         | 115.323051        | Komune Resort and Beach Club                | 509f153ee4b0df8f7f4d0409 | -8.598222      | 115.338460      | Resort         | 165         |
| 145 | Ubud      | -8.54160         | 115.323051        | Komune Resort and Beach Club                | 509f153ee4b0df8f7f4d0409 | -8.598222      | 115.338460      | Resort         | 165         |
| 16  | Denpasar  | -8.67218         | 115.233550        | Ramada Encore Hotel & Resort, Seminyak-Bali | 54704d91498ed714fb972282 | -8.685195      | 115.176169      | Hotel          | 120         |
| 17  | Denpasar  | -8.67218         | 115.233550        | Ramada Encore Hotel & Resort, Seminyak-Bali | 54704d91498ed714fb972282 | -8.685195      | 115.176169      | Hotel          | 120         |
| 46  | Mangupura | -8.69421         | 115.235809        | Ramada Encore Hotel & Resort, Seminyak-Bali | 54704d91498ed714fb972282 | -8.685195      | 115.176169      | Hotel          | 120         |

# Conclusion and future directions

- Gianyar and Ubud being the two cities with the most hotels are attractive to visitors and should be considered for potential new hotels. Although the instinct would be to go to a less populous city, but a different strategy is to introduce a new player in the same ones
- The same two cities seem to have a high number of diverse venues which makes them attractive to visitors and complements the hotel business
- Having data about the most like venues can be used to dig deeper into those specific venues to understand them more from a competitive advantage perspective