

Capstone Project — The Battle of Neighborhoods in San Francisco – Restaurants

1. Introduction/Business Understanding

1.1 Discussion of the Background

San Francisco owes its world class status in part to its vibrant Tourism and Hospitality sector. Combined with the city's cultural attractions, natural beauty, state-of-the-art convention facilities and strong business base, the Tourism and Hospitality sector makes San Francisco a top travel destination, playing a vital role in drawing visitors in record numbers. In 2019, San Francisco hosted 26.2 million visitors, contributing an estimated \$10.2 billion to the local economy.

San Francisco is as famous for its restaurants and food trends as it is for its Golden Gate Bridge and cable cars. As a traveler, it is always difficult to make a choice from among many options since there is also too much information on the internet, furthermore, as everybody's got their own take of where to go and it's all so fragmented that you have to assemble it yourself especially if you're interested in non-touristy recommendations.

By leveraging on Foursquare, the location data provider and data science methodology, this project aims to help visitors making decisions on where to find the appropriate neighborhoods for the food and beverage. Meanwhile it will also help visitors to have a good understanding on the most popular venues in San Francisco and where the according neighborhoods are.

1.2 Description of the problem

The project is to help visitors making decisions on where to find the appropriate neighborhoods and having a good understanding on the most popular venues in San Francisco in general and where the according neighborhoods are.

Questions are proposed below:

1. What are the most popular venue categories in San Francisco?
2. What are the most popular restaurants in San Francisco?
3. Where are the neighborhoods to those popular categories?
4. What are the most visited neighborhoods in San Francisco?