# *Arizona Hike Recommender*

## Business Understanding

*Specify how the project will or could provide some benefit or value to someone (beyond just being interesting)*

This project will recommend hikes in Arizona based on previous hikes they’ve enjoyed

## Data Understanding

*Specify potential data sources and a plan for obtaining data. You must be confident you can get the data for your final proposal.*

Data will be gathered via webscraping from AllTrails.com

## Data Preparation

*Include a conceptual explanation of the proposed data pipeline to transform raw data into a format for modeling.*

A list of all the top trails in Arizona will be gathered along with the links to the individual trails. The pages for each of the individual trails will be scraped as well to pull in information such as rating, distance, type, and other characteristics. Data will then be coerced into a data frame.

## Modeling

*List one or more specific statistical or machine learning techniques you might use for modelling.*

A content-based recommender will be used as user-interaction will not be used; rather just similar attributes of the hikes will be used for recommending. A neural network will likely be used.

## Evaluation

*Devise a plan for validating the model performance against the original business case.*

## Deployment

*Specify a minimal viable product (MVP) for presentation and deployment. This might just be a presentation and github, but might include an application or website.*

This will be presented via github.