

## ***Planning a conference in Toronto***

### Introduction

Being a technology hub, Toronto is one of the most sought-after places for arranging technical conferences. To be able to host perfect events, we will need to find best venues for stay and meeting halls. It will also be beneficial to add places to visit (landmarks) and to eat for people attending a conference to wind-down later.

### Business Problem

The best location that is fit to be a good place to reside and has meeting halls, along with being close to places to eat, shop or spend evenings after a hard day needs to be found.

### Target Audience

Conference planning agencies in and around Toronto.

### Data Used

- Foursquare information about hotels, restaurants, landmarks/parks.
- Latitudes and Longitudes of the neighbourhoods.
- Hotels dataframe.
- Restaurants/cafe dataframe.
- Venue data

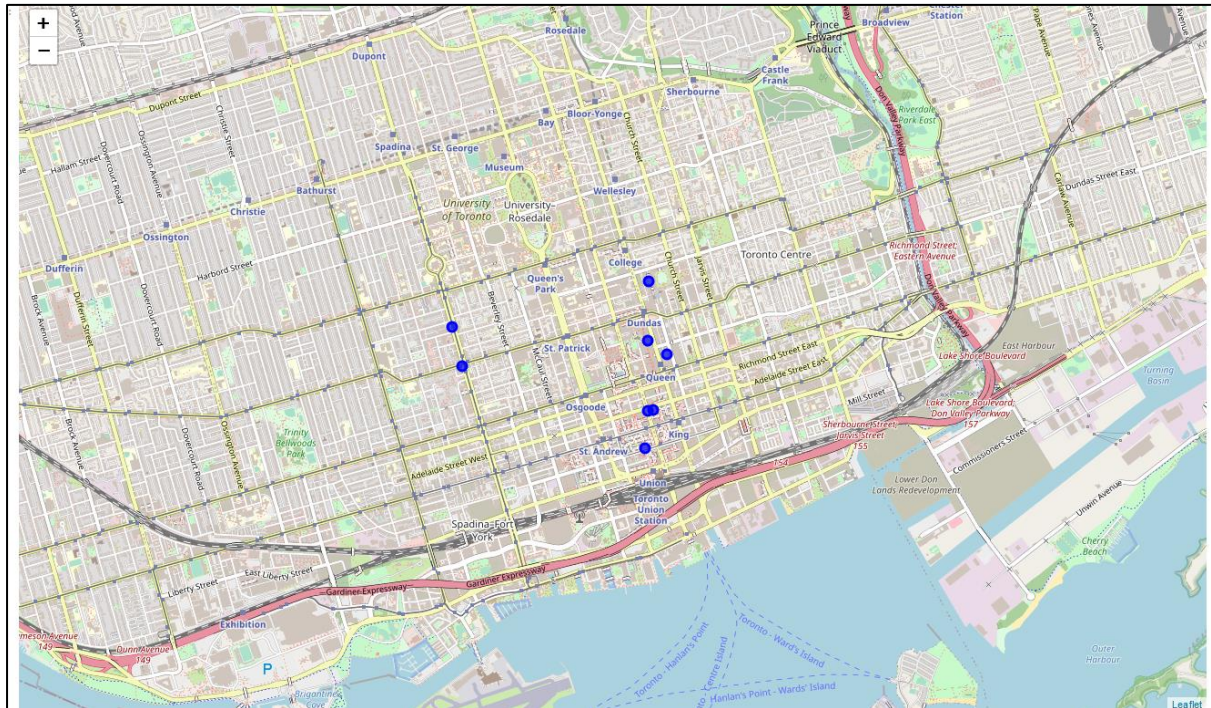
### Methodology

I started with gathering data from foursquare API. The dataset was then converted into understandable dataframe (cleaning the data), and finally Map plot was used to look at the best selection.

### Result and Conclusion

After arranging, sorting the data and understanding clustering; maps were then used to understand the best locations overall.

**Figure 1 Results with neighbourhood where shopping centres and cafeterias are in the vicinity of the hotel location**



**Figure 2 Results with neighbourhood where parks, shopping centres and cafeterias are in the vicinity of the hotel location**

