

Applied Data Science Capstone Project: Battle of the neighbourhood's city of Athens.

Introduction

The city of Athens is chosen for the analysis of this project, because the author has domain expertise of the venues located in Athens since he grew up there. Athens is the capital of Greece and had a population of 664.046 (in 2011). The city has great history and receives a great number of tourists every year. For example, in 2019 Athens received 6 million tourists in 2019 according to the data statistics. Additionally, the neighbourhood of the city hosts a lot of different venues. Therefore, finding the places that correlate with people interests and needs could be a challenge.

The goal of this project is to provide a list with all the similar neighbourhoods of Athens. This would help the tourists to get an initial overview of the city and be able to find easier the venues they would like visit. Additionally, it could help the people who would like to open a business to find the beachhead market that will bring regarding the area of where they should open.

Description of the data

The data that will be used for the project would be a list of the names of the neighbourhoods of Athens and their altitude and longitude parameters. Those will be used to gather all the relevant venues in the city by using foursquare data about the Venues in Athens. Foursquare is a US tech company from New York focusing on location data. Their technology and data powers apps such as Apple's Maps, Uber, Twitter and many other household names