Coursera Capstone Project

IBM Data Science Professional

Searching for a good area to build a new Hotel in Shanghai, China

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Introduction

Vacation is for many cultures and regions in the World a very important thing. One part of a successful vacation is to be able to book a hotel in your favorite destination. As Shanghai is one of the fastest growing economies and also a venue that's getting more and more important every year for people searching for a interesting and beautiful vacation destination, as well as for business people searching for a place to stay.

On the other hand for business developers it's hard to find a good place to open a new venue as the city is getting more and more crowded, and you don't want to make the mistake of building a new, expensive hotel complex into an area that Is already filled with such. Therefore there is a need for a clear and detailed analysis were the best location for such a new opening should be, as it is crucial for the success of the upcoming business.

Business Case

The goal of this part of the Capstone Project is to find the perfect spot were such a hotel could be placed to be not in the middle of an area already saturated with such venues. It will enable a minimized business risk, as dependency on competitors should be minimized too for a successful start of the new Hotel business the possible customer wants to open.

Audience

This analysis is especially important for venue developers, hoteliers as well as large business groups looking for additional ways of generating income through a customer serving business like a Hotel or Hotel Chain. As more regions in the world get access to more and more wealth and start traveling the world the need for more and well designed Hotels is increasing in the last couple of years together with an increase in competition especially in regions of extraordinary growth.

Data

- Scraping Wikipedia sited to get neighborhoods in Shanghai
- add geo data to these scraped neighborhoods
- add venue data by using Fourspace

- Cluster neighborhoods
- Analyse which Cluster Area would be best to open a Hotel to avoid too much competition

We will use web scrapint of a Wikipedia Website that's showing neighborhoods in Shanghai:

https://en.wikipedia.org/wiki/Category:Neighbourhoods_of_Shanghai

After that Fourspace will help us to find venues nearby and cluster areas with a high amount of Hotels.