

LOOKING FOR A HOTEL

Coursera IBM. Applied Data Science Capstone

(week 1)

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1. Introduction / Business Problem

Cleveland is a cosmopolitan city, which offers residents and tourists a lot of artistic and cultural institutions, such as the extensive system of public libraries and centers such as Progressive Field, the Rock and Roll Hall of Fame, and the Playhouse Square Center. Therefore it is very important to have a varied hotel offer that provides both national and international tourists a complete and totally enjoyable visit, so that they can enjoy the entire cultural range offered by the city.

According to <https://es.wikipedia.org/wiki/Cleveland> Cleveland is the corporate headquarters of many large companies such as National City Corporation, Eaton Corporation, Forest City Enterprises, Sherwin-Williams Company, and KeyCorp. NASA maintains a facility in Cleveland, the Glenn Research Center. .

Therefore, the desire of this analysis is to find an ideal place for the location of a hotel, considering the advantages in displacement and proximity to the places of interest offered by the city. Thus, this analysis would be of interest mainly to the rulers that would attract investment to the city, and to all event organizers who need to attract people from other locations.