



# **Career Management by Hilton**

Inputs for next step definition

For UK staff to European locations

# Introduction

- Regular relocation of the staff is a standard politic within the company
- Part of the staff in UK requires foreign locations in Europe
- The target of the study is to identify the next step, where they are likely to feel good
- The goal should be achieve by considering the structure of the locations

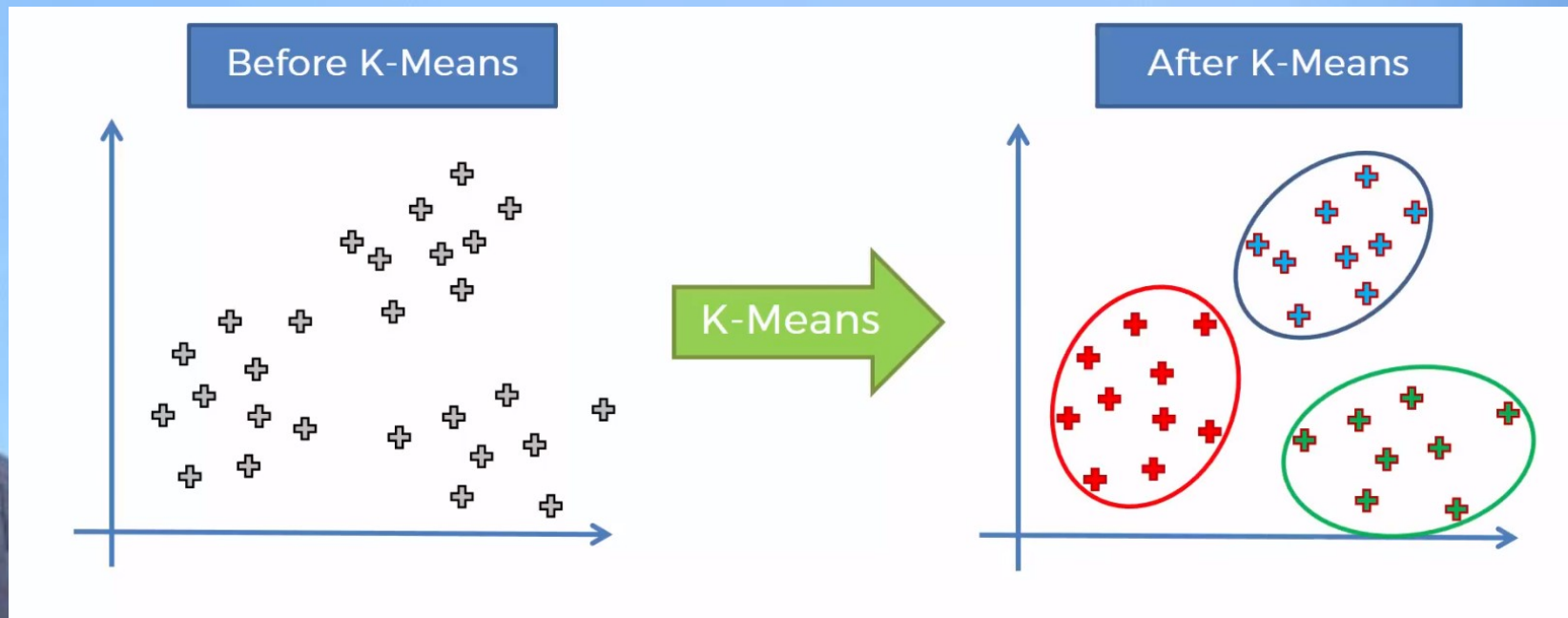


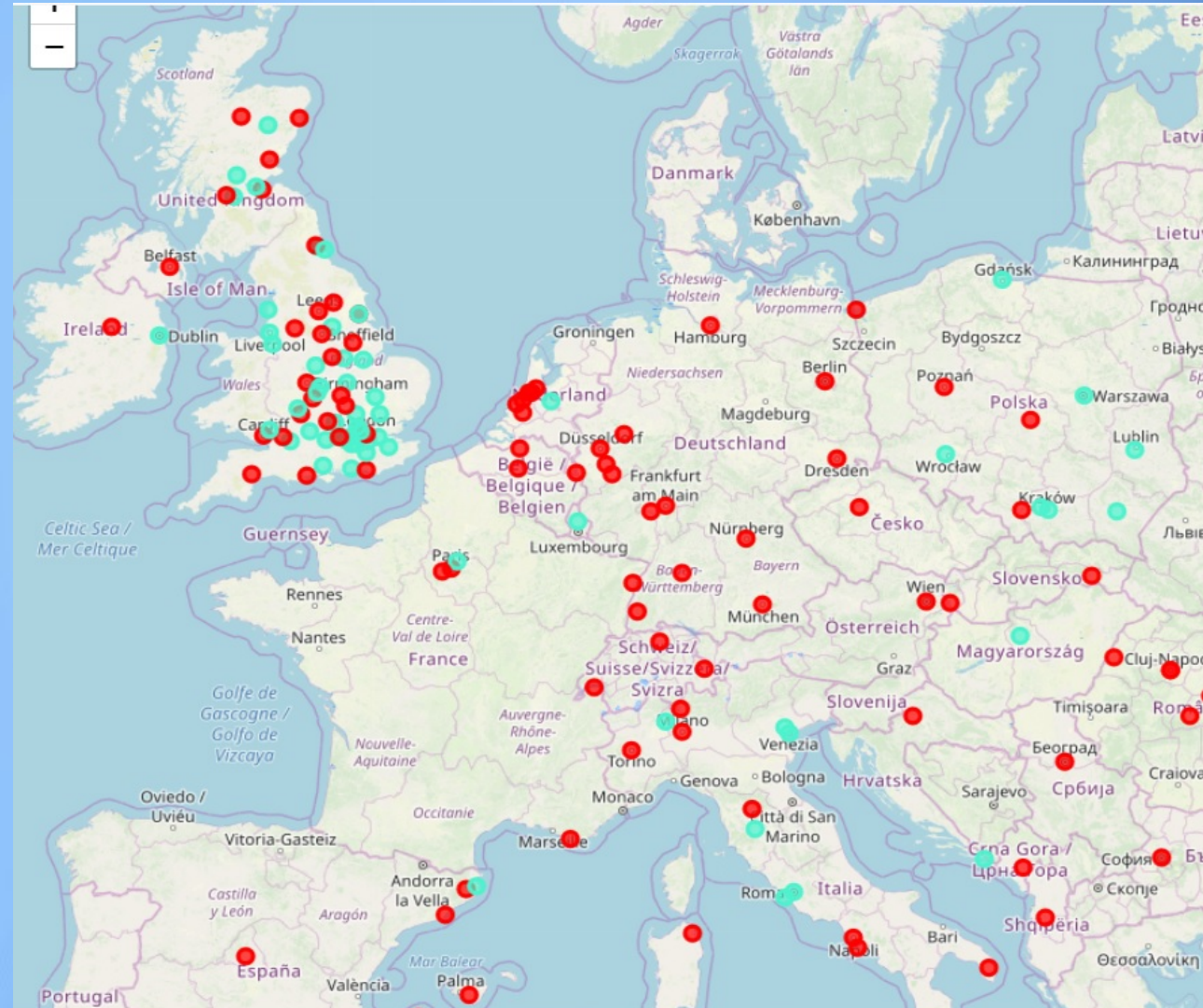
## The datas

- Based on the global positions of the Hilton group, The relevant cities in Europe have been identified
- The database Foursquare provides a list of venues in the corresponding cities.
- The cities are characterized by the frequency of occurrence of the categories

# The model

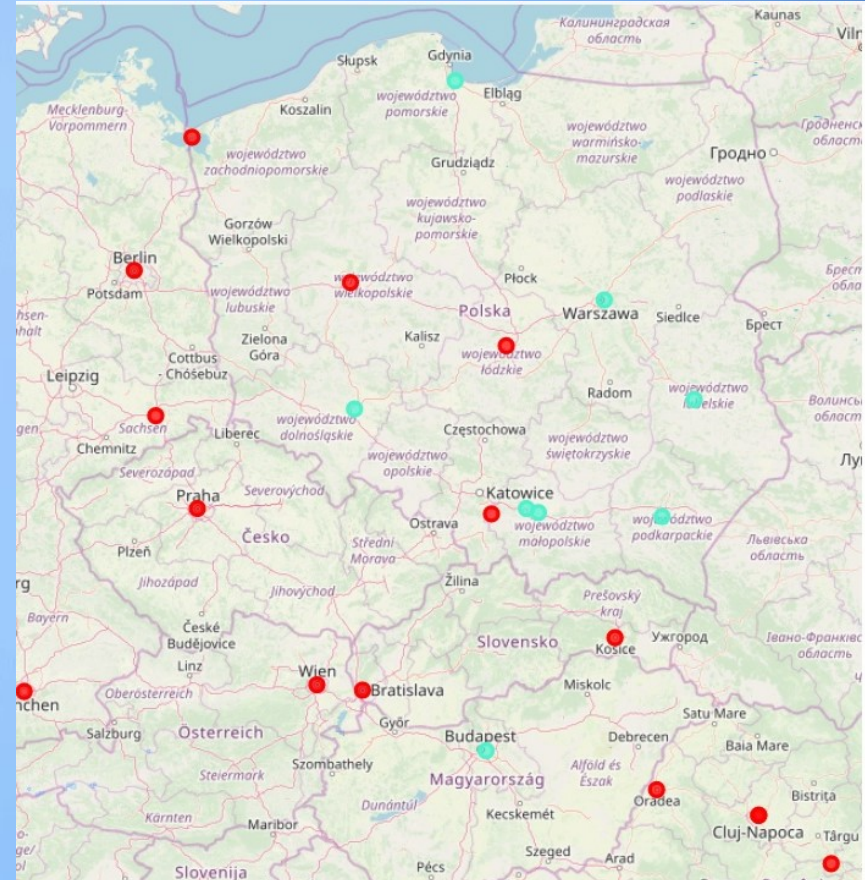
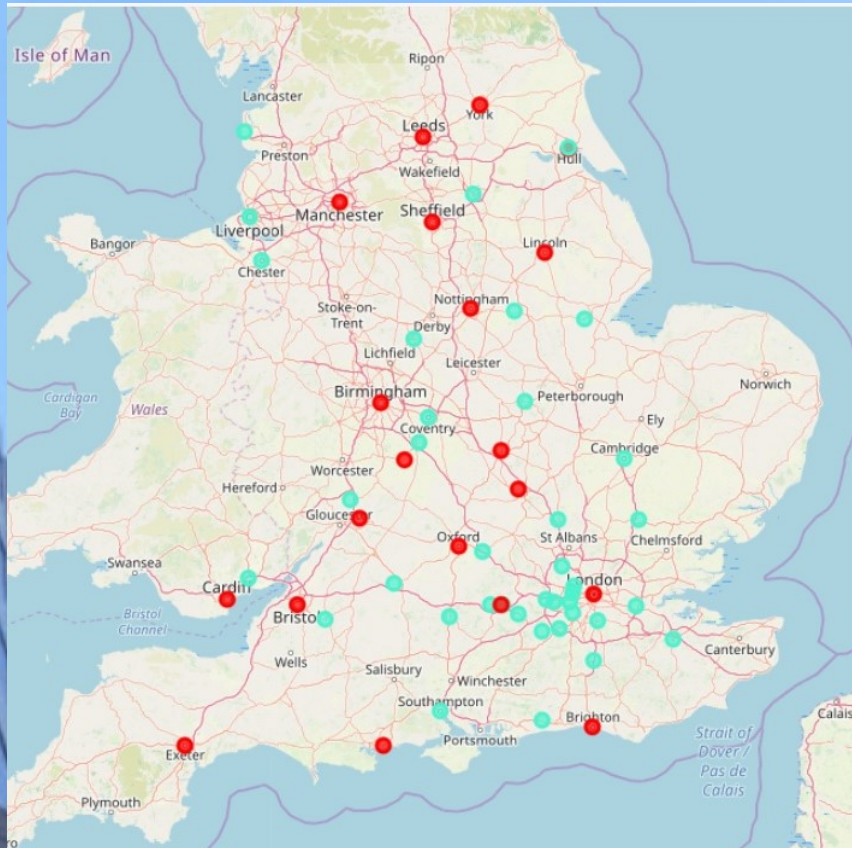
- K-means clustering
- K-means is an iterative model that identifies the clusters in a population
- 449 dimensions by 230 cities.







# Poland : an interesting destination



# Limits of the model

- Limitations of the number of venues returned:  
limitation of the characterization of the cities
- Large number of venue's category may prevent  
from focus on the most important ones.