

Segmenting and clustering of National Parks in the United States

1. Introduction/Business problem:

There are several National parks available for visitors in the United States. All of them offer a wide variety of outdoor adventures and scenic views. The problem I am trying to solve in this project is to find out which parks offer more opportunities for outdoor hiking and camping activities than the other. The project also aims to provide more details on some of the venues that the visitors have liked the most.

This is a multi-class classification problem. The ideal outcome is to provide the reader with a list of recommendations that will enhance their next outdoor adventures. This will be an unsupervised machine learning problem, where data will be grouped and interpreted based only on the input.