

COURSERA- CAPSTONE PROJECT - PRESENTATION

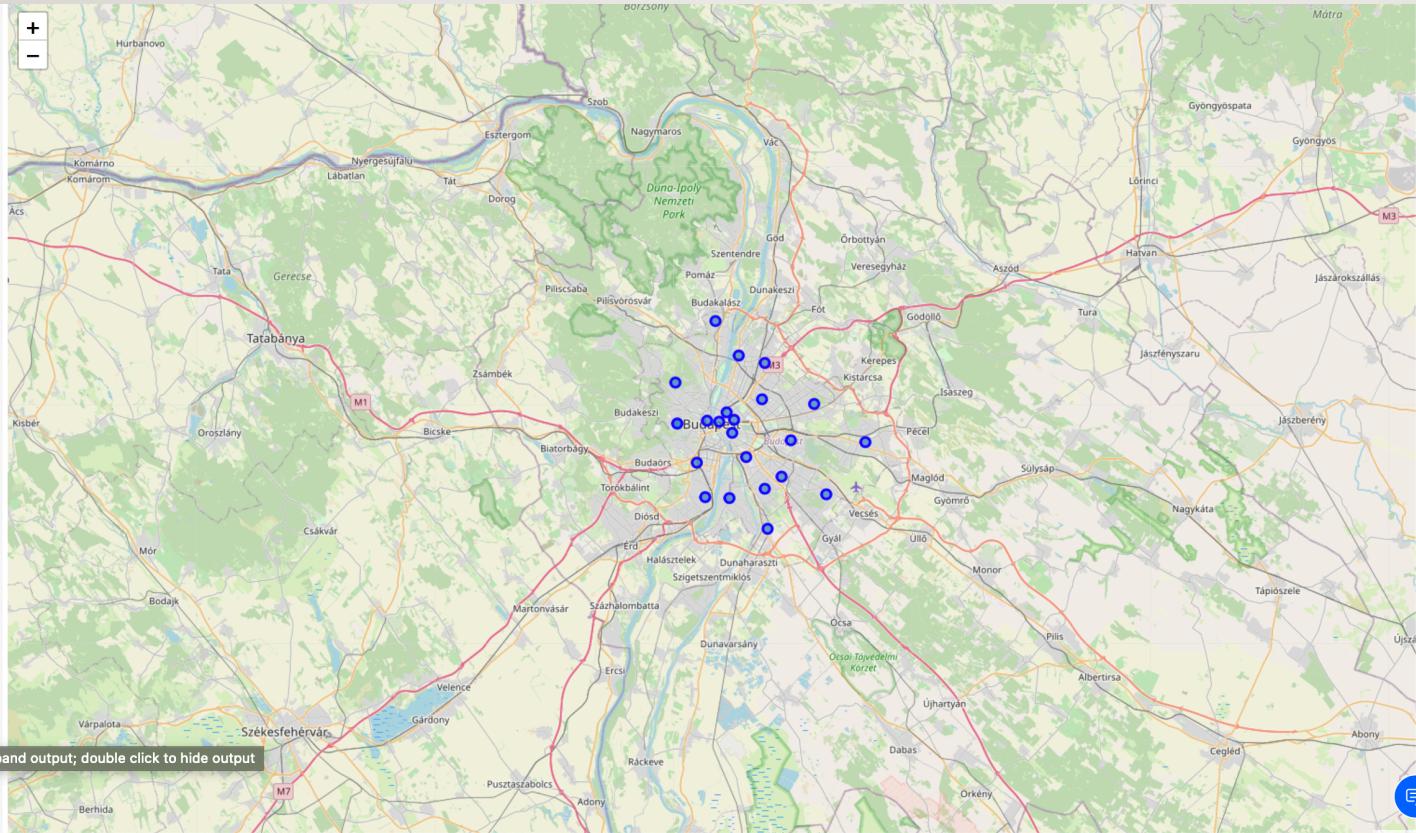
INTRODUCTION

- Background:
- Personally, I have visited Budapest for business for the last 5 years. One of the greatest challenges I have is finding suitable hotel accomodation without having to pay exhorbitant prices. Given the nature of the business (a diversified company with property interests), we have been strategising on raising sufficient funds for a large Capital Expenditure (CAPEX) Project. While the company would like to invest in property in Nigeria, I am of the opinion that Hungary, and the capital city of Budapest is the best place for this for numerous reasons: i) There is a shortage of affordable accomodation, ii) It may assist in creating competition, thus driving price to affordable levels for accomodation, and iii) it may promote tourism and further business for the country specifically.
- Background on Budapest: Its a vibrant city, which often sees many young individuals come to the city on the weekends to have a party. Historically it was created when three cities joined, and currently is actually two parts to the city, namely the Buda side and the Pest side - seperated by the Danube river, with a number of bridges connecting the two sides of the city. Hungary as a country is steeped in history and has birthed many inventions including the Rubiks cube, home to the second largest synagogue and has the oldest metro (which is an absolute experience).
- Assuming that I manage to convince the Chief Financial Officer and the Chief Investment Officer, that Hungary and the capital city of Budapest is the right country for the capital investment for property development, the next question would be the business problem that I seek to solve.

BUSINESS PROBLEM

- Business Problem:
- 1. Where in Budapest should we invest and further explore? - "Location, location, location" is the order of the day for any property investment, therefore where in Budapest (location) should we explore for the investment of the accomodation building (hotel/motel).
- 2. Unlike most existing hotels that seem to develop and then the surrounding areas develop - what are existing places individuals vist and how do we construct a hotel around this?
- 3. Will there be any accomodation (hotel) competitors that we need to be concerned about?
- It is important to get the insights, despite the availability of funding, it takes on average 192.5 days to obtain a permit (Doingbusiness.org, 2020).

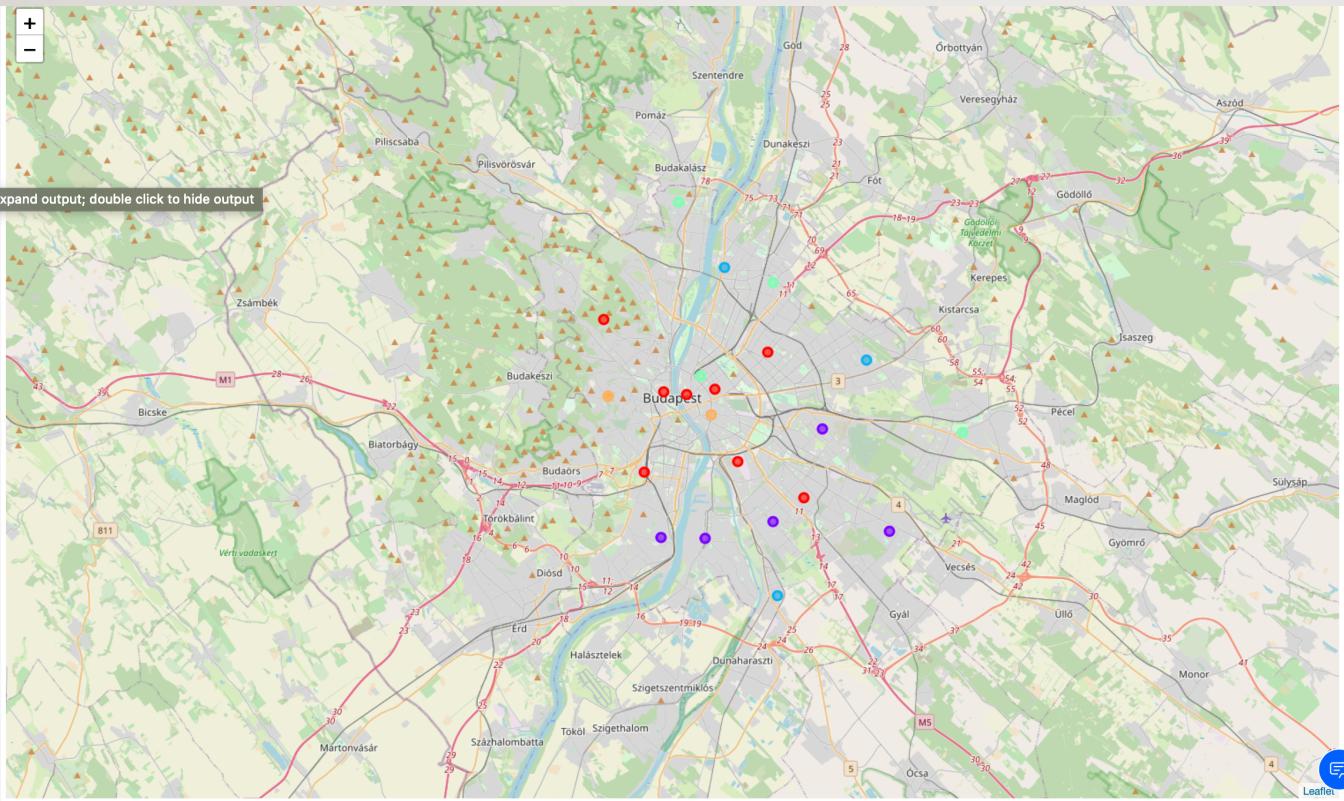
KEY OUTPUTS



Map of Budapest with
the blue dots indicating
the districts of the
Hungary capital city of
Budapest.

As can be seen that Budapest is the center of the country, and the districts are somewhat concentrically spread out.

KEY OUTPUTS



Clusters of the venues based on Foursquare data across the districts. This is indicative of the type of venues which are presented in the following slides.

KEY OUTPUTS: SAMPLE TOP 5 VENUES PER DISTRICT AND FREQUENCY

- **Angyalföld-Újlipótváros-Vizafogó ("Angel's Field - New Leopold Town - Beluga Catching Area")**
Coffee Shop 0.08; Scenic Lookout 0.08; Bakery 0.06; Dessert Shop 0.05; Park 0.05
- **Belváros-Lipótváros ("Inner City - Leopold Town")**
Coffee Shop 0.09; Bakery 0.06; Hotel 0.05; Park 0.04; Dessert Shop 0.03
- **Budafok-Tétény**
Gym / Fitness Center 0.06; Park 0.06; Coffee Shop 0.05; Ice Cream Shop 0.04; Dessert Shop 0.04
- **Csepel**
Gym / Fitness Center 0.06; Coffee Shop 0.05; Park 0.05; Bakery 0.04; Grocery Store 0.04
- **Erzsébetváros ("Elisabeth Town")**
Coffee Shop 0.10; Bakery 0.06; Park 0.05; Hotel 0.05; Gym / Fitness Center 0.03
- **Ferencváros ("Francis Town")**
Coffee Shop 0.08; Park 0.07; Hotel 0.05; Bakery 0.04; Gym / Fitness Center 0.04
- **Hegyvidék ("Highlands")**
Coffee Shop 0.08; Scenic Lookout 0.08; Bakery 0.06; Dessert Shop 0.05; Park 0.05
- **II. Kerület**
Scenic Lookout 0.09; Coffee Shop 0.08; Park 0.06; Hotel 0.05; Dessert Shop 0.04

RESULTS

- The results support my initial experience of lack of accommodation places (hotels) in Budapest, albeit it is a small total area. From the results it appears that hotels are most likely to be found in cluster 0 which corroborate to the "inner City," Francis town and Castle area.
- The above indicates that in looking for a location, it must be looked at firstly through the lens of which district has no accomodation OR that we look at an area that has only a few and is a common venue (that is, hotel is a common venue) so as to reduce the risk of a new area as well as being able to compete for patrons. There is some truth in understanding that venues such as coffee shops, restaurents are critical for individuals choosing a hotel.

RESULTS

- Based on the above, it appears that the best location (combination of tourist attractions, food places etc.) is Belváros-Lipótváros ("Inner City - Leopold Town"). There is a good mix of venues.
- Across all the clusters there appears to be a good mix of types of venues, even though dominated by coffee shops. This may have a lot to do with the general smaller living quarters in European cities.

DISCUSSION/CONCLUSION

- In answering the business problem/question stated at the start, Belváros-Lipótváros ("Inner City - Leopold Town") is where the accomodation/hotel should be built. This would make initutive sense. There is no doubt that all the clusters are dominated (1st most common venue) is predominantly coffee shops. Given my experience - these coffee shops are really meeting points for individuals to socialise as well.
- In considering the location of the hotel, its really important to look for a place that has venues that individuals like OR a riskier strategy, as proposed by the business problem is to construct a hotel in a an area where there is none! If this is what the company will do, cluster 4, consistenting of Angyalföld-Újlipótváros-Vizafogó ("Angel's Fie... and Hegyvidék ("Highlands") would be the best places.
- NOTE:The above is based on the available data and the use of Foursquare.

LINK TO NOTEBOOK

https://github.com/manojchiba/Capstone_Final/blob/master/Battle%20of%20the%20Neighborhood.ipynb