**1.Business problems**

Business Problem to Solve: **E**xtreme **E**xperience Trip in New York City (Optimal Travel Experience) which will be interested by Travel Corporation or Travel Agency.

New York is the dream city to visit for lots of people around the world and there are lots of places to see, various food to taste, lots of places for shopping, different cultures to experience and lots of entertainment activities to engage. But there are some issues for current tourism practice for both traditional tourist groups and individual tourists.

For traditional tourist group, the trip schedule and arrangement are normally fixed and there is little flexibility for personal activity arrangement and the places to visit are normally very famous but expensive with too many tourists which caused bad experience due to crowding and long waiting time etc. For individual tourists, they are free for their own arrangement, but they are normally from other countries or states and might not know New York city very well and they don’t have good idea about which the good places are to visit just normally fascinated by famous places like “Statue of Liberty” and “Empire State Building” etc. while there are much more and better places to visit in New York city. In that sense, they either are not satisfied with current trip arrangement or need help and guidance to select places to visit.

There is good business opportunity to offer kind of tourist solution in which more flexibility can be offered, and Extreme Experience can be achieved by offering top places to visit. This can be done by having good arrangement about the places to visit and making good balance between traditional fixed-schedule tourist group and individual tourists.

In short, the main idea for the proposal is to figure out a list of places to recommend for visiting for Travel Corporation/Travel Agency to achieve customer Extreme Experience based on the feedback and rating from previous visitors by fully leveraging Foursquare volume geo data available.

**2.Solution proposal**

For tourism, history data about customer experience and feedback rating for various places will be very helpful and can be the foundation for the future new trip planning and arrangement. Therefore, we can select top places with excellent customer feedback and experience for each category (hotel, museum, restaurants etc.) based on historic customer feedback and rating data to achieve extreme experience for future trip arrangement.

Foursquare is a technology company that built a massive dataset of location data. Currently its location data is the most comprehensive out there, and quite accurate that it powers location data for many popular services like Apple Maps, Uber, Snapchat, Twitter and many others, and is currently being used by over 100,000 developers, and this number is only growing.

There are volume customer satisfaction and rating data as well as tips for each venue in Foursquare and we can investigate through Foursquare location data to dig out and recommend top places for sightseeing with excellent customer feedback and extreme customer experience to visit for each category like hotels, museums, restaurants and shopping centers etc.

For simplicity of the project, we just use customer rating data as the basis for venue selection. Later, we can add customer tips analysis through machine learnings for deeper analysis to help for venue selection, but it’s not included in the scope of this Capstone project.