An Analysis on Bristol City for incoming international students from India

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Introduction/Business Problem

1.1 Background

Bristol is a city and county in South West England with a population of 463,400. One of the UK's most popular tourist destinations, Bristol was selected in 2009 as one of the world's top ten cities by international travel publishers Dorling Kindersley in their *Eyewitness* series of travel guides. *The Sunday Times* named it as the best city in Britain in which to live in 2014 and 2017, and Bristol also won the EU's European Green Capital Award in 2015. (Ref:http://en.wikipedia.org/wiki/Bristol)

1.2 Project Idea and objectives:

Bristol welcomes students from more than 150 countries across the world. My idea for this capstone project is to analyze Bristol from the perspective of an Indian student. I am myself an Indian and I have a masters program admit for September 2020 intake from the University of Bristol. Hence, I thought I should work on this project so as to both educate myself and other similar Indian students who are going to fly to Bristol in the near future.

Objectives:
- To find out the parts of Bristol that have the most number of Indians.
- To find out the neighborhoods which are highly likely to offer the most to an Indian student.
- To explore neighborhoods and understand the most frequently found venue categories.
- To understand about the university neighborhoods in Bristol and which one offers the more familiar environment for an Indian student.
- To discover the top tourist spots in Bristol for the Indian students to visit on their weekends.

<u>1.3 Target Audience:</u>

My target audience as I mentioned earlier is the incoming Indian students who will be travelling to Bristol to pursue their education. As of now, the number of Indian students who travel to Bristol for education are not high in number. But, as Bristol is rapidly growing its international outreach, the student numbers are likely to increase. The insights in this analysis will be of good help to the relevant readers.