ADS CAPSTONE REPORT

AGENDA

- Introduction
- Data explanation
- Methodology
- Results
- Discussion
- Conclusion

1. INTRODUCTION

My company is organizing an event for 5 days for a group of major clients of a Pharmaceutical Company. My team and I have to create a good program, including a hotel of residence, a hall for meetings, places of landscape to visit, stores for shopping, restaurants and cafes. This means that out purpose is to make a list of places of landscape in Toronto, including the nearest restaurants, cafes, and shopping stores for each place.

2. DATA EXPLANATION

The data used in this project is provided by Foursquare location data. The data are grouped by landscape area, and each area included the information about this area and all information about restaurants, cafes, and stores which in this area.

3. METHODOLOGY

The project has been carried out by analyzing the data available by proceeding a progressive analysis on the hotels, parks, restaurants, cafés and shopping malls.

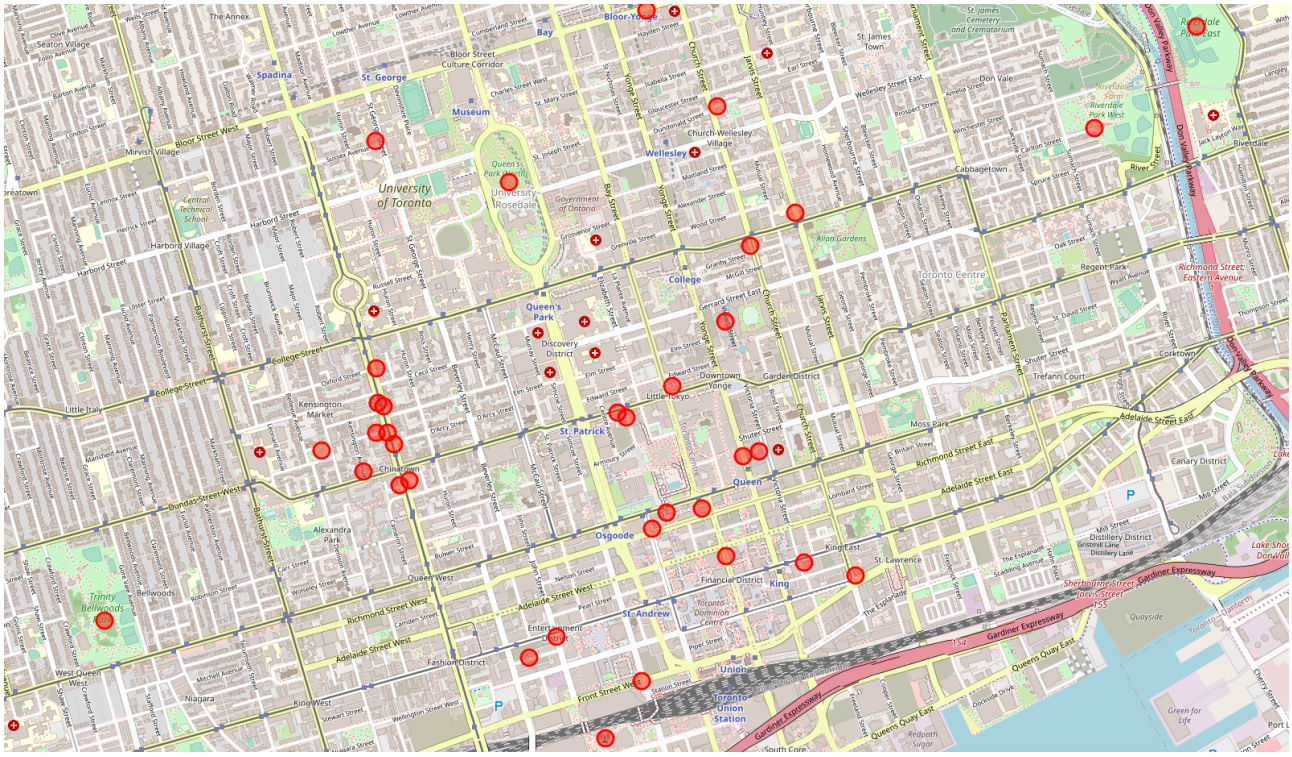
Our will is to organize the event in the city center, and we would like to check the availability of the above mentioned attractions.

Then, in order to see which is the most suitable area where to organize the event, a cluster analysis has been conducted.

The presence of shopping malls has not been considered, since it has been considered as not crucial.

4. RESULTS

The result of the cluster analysis (that has combined together the hotels, parks, restaurants and cafés available in Toronto) have been showed in the form of maps, as follows:



5. DISCUSSION

As it can be seen from the above map, there is a higher density of clusters in the area of Queens, Osgood and St Patrick and also in the area between Chinatown and College Street.

6. CONCLUSION

My team and I have so two areas in which decide where to organize our event. We will probably decide to organize the congress in the Grand Ballroom Event Space near Queens and then organize lunch/dinners in the Chinatown area.