

Introduction & Problem

This project was developed and analysed from the viewpoint of a town official of the City of Melbourne, who wants to find out where the residents of Melbourne like to frequent and as a result also wants to find out which place is the most popular.

In order to satisfy the town official’s requirements, the script answers the following three questions:

- 1. Which of the building (amenities) has the most check ins?
- 2. Whether there are any friends who have checked in together in that location?
- 3. Where are other places in Melbourne where they have checked in as well?

Motivation

The motivation to ask these questions is that, these are similar to everyday problems that town officials face in order to run their towns. In order to plan how the town grows and improves, they must have their finger on the town’s pulse. With the analysis that will be provided, it will surely be beneficial in helping the town officials make their decisions that will directly affect the lives of their fellow residents.

Summary of Key Steps

The first query was to acquire the list building amenities with the number of check ins that had been made. From that list the amenity with the highest number of check ins (Townhall) (first bar graph in Figure 2) was selected as a candidate for further investigation, and also answering the first question.

The second query was required in order to obtain a daily trend which resulted in check ins on a particular date along with whether the check in was made in the morning, afternoon, evening, or night. From that a chart from which a pattern was observed (second figure in Figure 2) and then that further investigated on the basis of whether the date was a week day or a weekend.

Next, as per the second question, information regarding friends extracted from the dataset. To answer the third and final question, the final query was to get the all of the locations where the friends had checked in and those are shown in Figure 1.

Key Results & Analysis

From this exercise, it was interesting to see some patterns emerge which were not at all expected. One of the observations that really surprised was that the townhall received the most check ins were made on the week day at night and the next highest were on the week day in the morning. It was presumed that places like the townhall would be popular attractions during the weekends, but this was not true. By looking at the results, it can be said that if the town wants to organize events, or any future activities, they know where their fellow residents frequent and also when they do so.

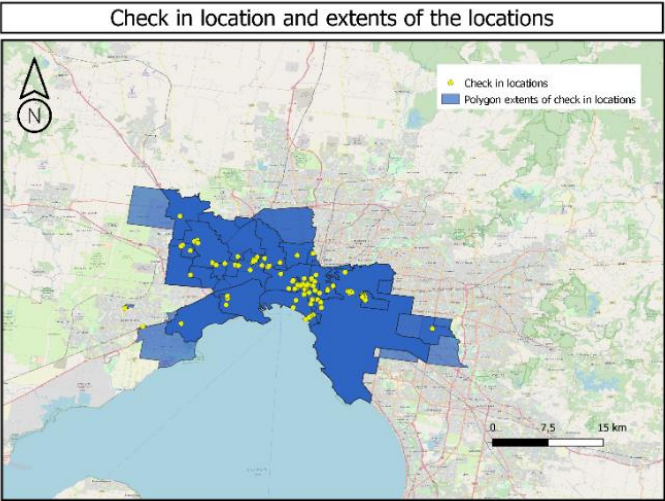


Figure 1

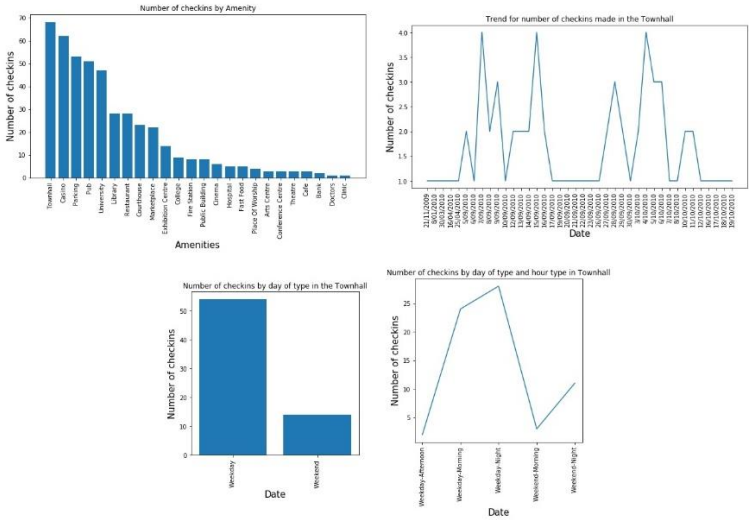


Figure 2