

Predicting the best area for a new hotel in Viña del Mar

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Introduction

- **Background:**

- My report will be focused on finding the perfect area to start a new hotel in Viña del Mar, Chile. Through research, I will provide suggestions as to what area is the best to start a new hotel in Viña del Mar where there are already many good hotels. Viña del Mar, is one of the most visited cities in the country due to its good cuisine, beautiful beaches and summer music festivals that attract tourists from all over. It is definitely a great place to start a hotel business.

Problem

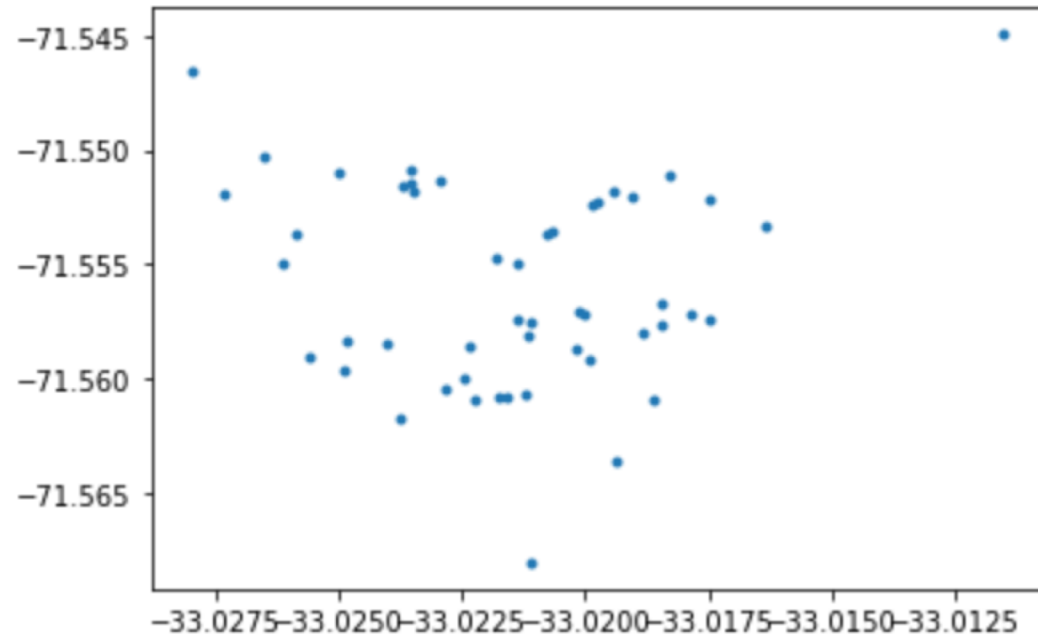
- In this capstone project, I focus on the issue of choosing an optimal location for a new hotel in Viña del Mar. In this business problem, we can imagine that we have an investment company coming to consult what are the best areas to start new hotel to have the most profit based on location.
- The following questions will lead our research:
 - What are the important parameters that this investments company will base their location decision?
 - What is the importance of surrounding areas? (restaurants, other hotels, well-visited venues, etc)
 - Based on location, what are the risks of building a new hotel near other well-rated hotels in the area?

Data acquisition and cleaning

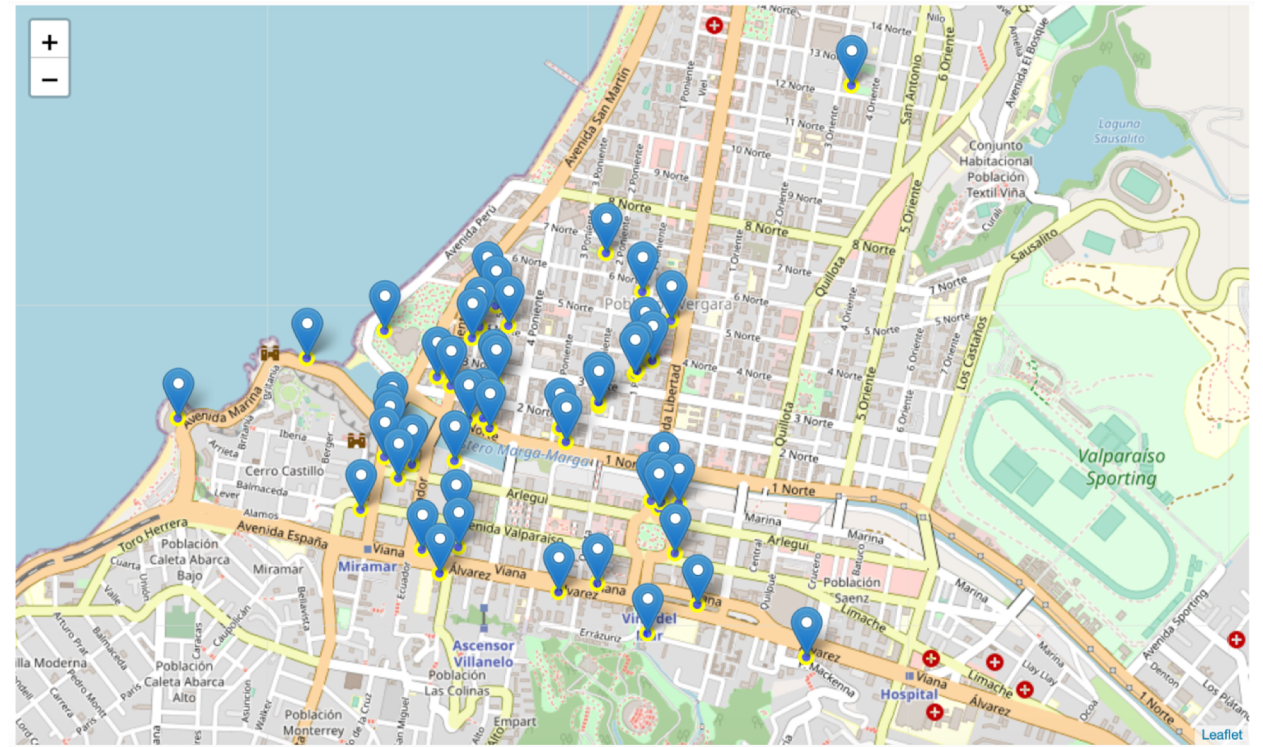
- **Sources:** <https://foursquare.com/> API
- **Cleaning:** The data was downloaded from the source and combined into one table.

Methology:

- To check that the info is correct, I used a scatter plot to see if any clusters were made with the information I gathered.
- We can see that there's not a very clear cluster, but there is a clear concentration around
- $(-71.550, -33.022)$



Results



Discussion & Conclusion

- We can see that there's a concentration of hotels, indicating that one of the biggest factors for the tourism scene in Viña is the beach. Most of these hotels are walking distance from the beach making it easy access.
- In this study, I found out that if you open up a hotel close to the beach you have a higher likelihood to succeed in Viña due to their tourism based on the beach. This is where people are more likely to stay, so they can have their place to stay and the beach as close as possible.