

Presentation of the tool
“Destination Comparison”

based on the pilot project
“ NY and Toronto comparison”

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Aims

Nice to have a tool which can help people to make comparison of destination for many purposes: Tourism, Business, Work and living etc.

Two classes of people interested:

Final user who can be helped to decide by an automated tool (in a website or a mobile app)

Decision maker such as business manager (i.e. real estate sector) or central or local public administration for tourism promotion or other purposes

Method

To develop algorithm and automated rules to be embedded in website or app.

Create a pilot project aimed to define a jupiter notebook which can gather information, transform and load for it for a subsequent analysis aimed to compare the “tissue” and the essence of two destination.

Case study

- Comparison between New York and Toronto
- Obtained the structure (borough and neighborhoods) of the cities
- Gather by foursquare geolocalization data about the structure of the two towns
- Run an unstructure machine learning methodology (clustering) to identify elements of specialization of the two destinations
- Made a comparison to understand similarities and differences of the two destinations

Result and next step

- Strong rely on the CRISP-DM approach for structured research
- Interesting outcomes from the pilot case study
- Need to fine tuning and refine the model of analysis
- Appreciable first evidence of the feasibility of the tool
- Need to deepen the structuring of the approach and deployment of application.