

LOCATION RECOMMENDATION FOR A SOUVENIR SHOP in Danang city

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Contents

- ▶ Introduction
- ▶ Data sources
- ▶ Methodology
- ▶ Results
- ▶ Conclusion

Introduction

▶ Background

- ▶ Danang is one of the most attractive location for tourists in Vietnam
 - ▶ There are more than 6 million arrivals to this city annually
- ▶ Business with a souvenir shop is potentially successful
 - ▶ Locations are an important factor
- ▶ It is difficult to obtain information that will guide investors to find a suitable place to start business

▶ Problem

- ▶ Assuming that locations with high visitor density is potential for doing business with a souvenir shop
- ▶ Using checkins data of venues in Danang city may contribute to determine suitable locations for a souvenir shop

▶ Interest

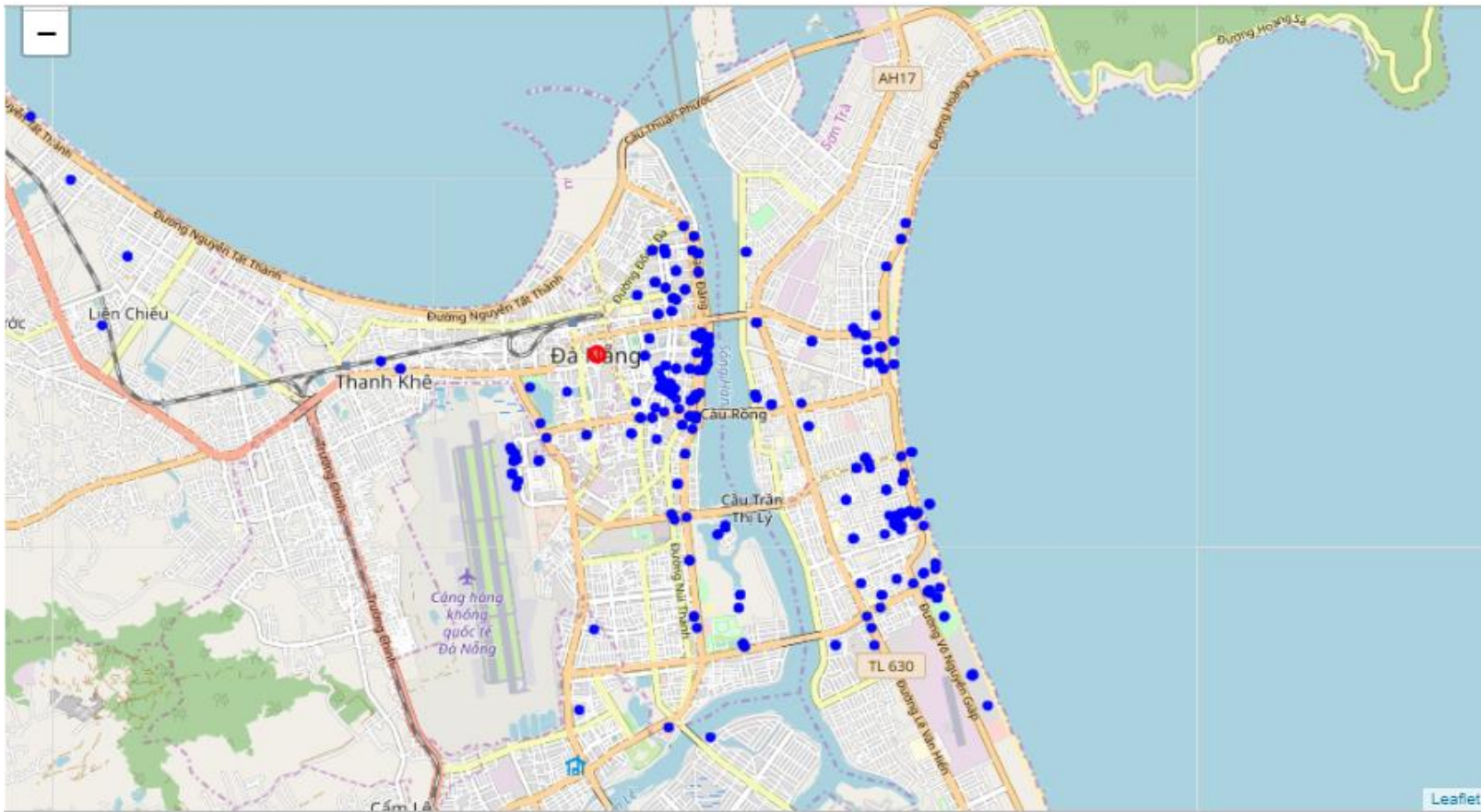
- ▶ Investors would be very interested in the map that show potential locations for their prospective souvenir shop

Data sources

- ▶ Data from Foursquare
 - ▶ Get venue id, venue coordinates, venue name
 - ▶ Get numbers of checkins for each venue in the city

Methodology

- Visualize the distribution of venues

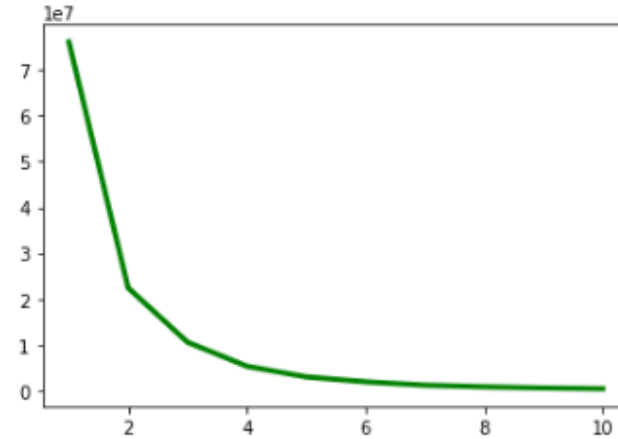


Methodology (cont.)

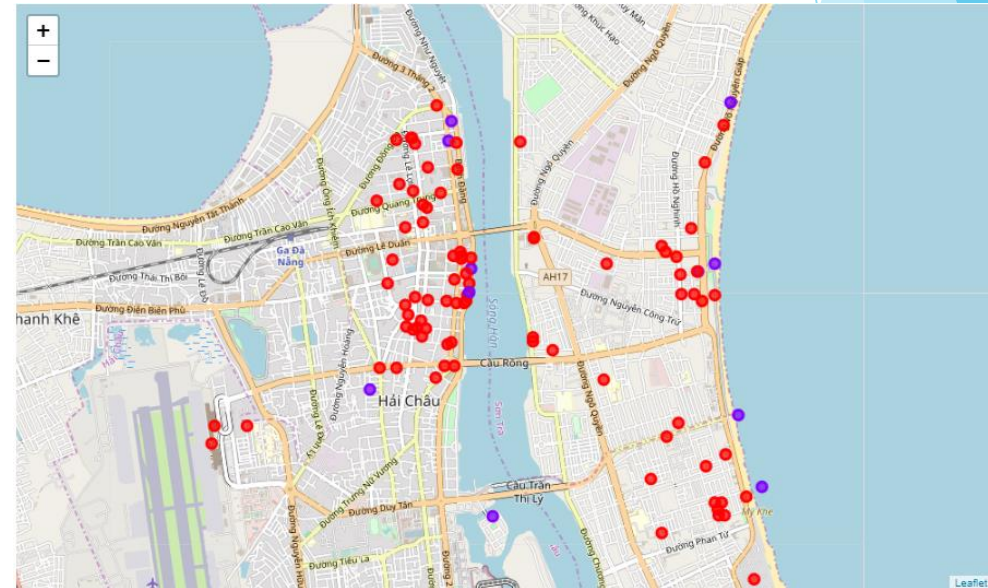
- ▶ Use k-mean to cluster venues

- ▶ Find the optimal value for k

- ▶ $K=2$



- ▶ Segment and visualize clusters on the map.



Conclusion

- ▶ Based on the map, the optimal to start a business with souvenir shops are high density of visitors as highlight on the map.

