

# **LOCATION RECOMMENDATION FOR A SOUVENIR SHOP**

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## **1 INTRODUCTION**

### **1.1 Background**

Danang is Vietnam's third largest city, and is one of the most attractive location for tourists in Vietnam. As a citizen of this city, I decided to use Danang in my project.

The city of Danang is about 1,256 square kilometres in size and divided in to 8 districts. From the fact that there are more than 6 million arrivals to this city annually, opening a souvenir shop is potentially successful. However, not all of the districts attract tourists equally. Therefore, from an investor's view, it's crucial to select an ideal location to start business. When we think of a souvenir shop owner, we may choose the location that has high visitor density. However, it is difficult to acquire information that will guide investors in this direction.

### **1.2 Problem**

Data about check-ins of venues in districts may contribute to determining locations that are suitable for the business of souvenir shop.

### **1.3 Interest**

Obviously, investors would be very interested in the map that show the potential location for their business of opening a souvenir shop.

## **2 DATA ACQUISITION & CLEANING**

### **2.1 Data source**

I will use check-in data in venues in Danang from Foursquare to do this project.

### **2.2 Data cleaning**

## **3 METHODOLOGY**

## **4 RESULTS**

## **5 DISCUSSION**