

CONSIDER COMPETITORS IN THE HOTEL INDUSTRY IN MANHATTAN

Nhan Ta Van

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1. Business Problem

There is an Hotel name: "the Hilton Times Square" - the address at 234 W 42nd St, New York, NY 10036 USA - its owner wants to find out about his opponents. He want find 30 hotels in a location close to his hotel for review. Based on the price, quality and distance characteristics of his hotel, he will propose the most effective online advertising plan.

2. Data acquisition and cleaning

2.1.Data sources

Map data is taken from: https://geo.nyu.edu/catalog/nyu_2451_34572

Data from the hotel is taken from: <https://foursquare.com/>

2.2.Data cleaning

From the New York map, I chose a smaller area, Manhattan, which the hotel belongs to. Then take the coordinates of Hilton Times Square hotel located at 234 W 42nd St, New York, NY 10036, USA, from the website <https://foursquare.com/>. Next is to turn raw data into a dataframe format and eliminate missing and duplicate data.

3. Methodology

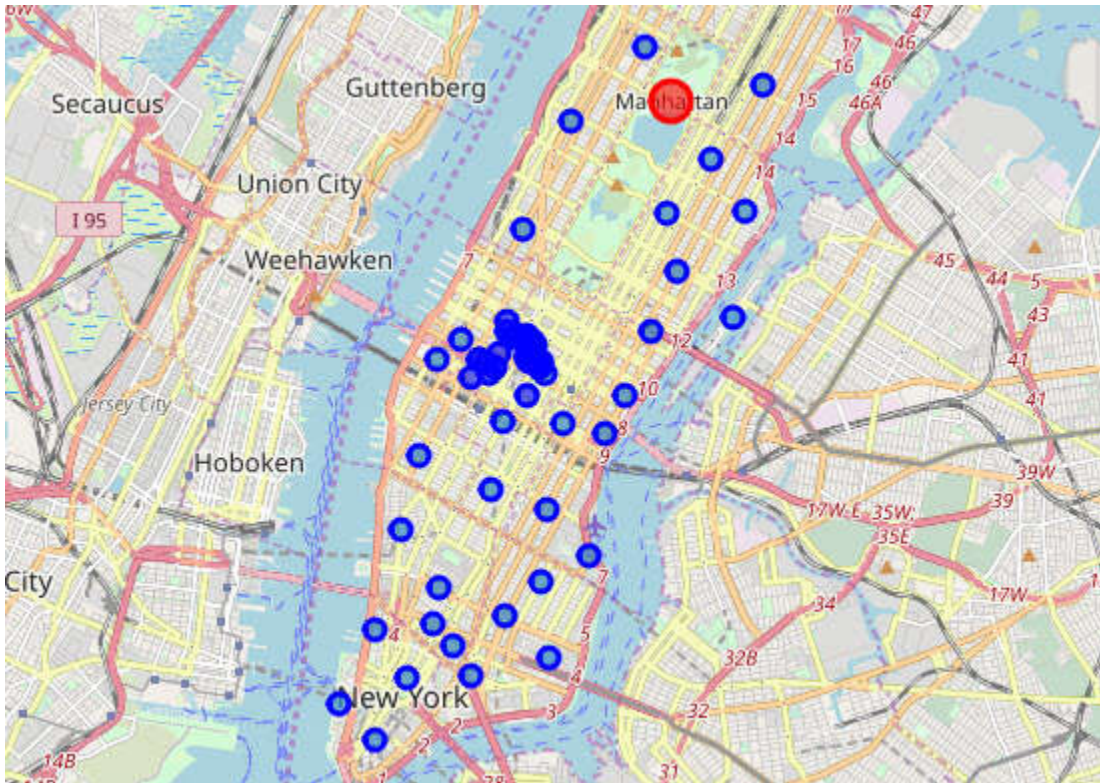
I utilize the Foursquare API to explore the neighborhoods and segment them
arn more about your possibilities to load the data.

4. Report

4.1. List of hotels and distance to Hilton Times Square hotel

	name	categories	address	cc	city	country	crossStreet	distance	formattedAddress	labeledLatLngs	lat	lng	neighborhood	postalCode	state	
0	Paramount Hotel	Hotel	235 W 46th St	US	New York	United States		351	[235 W 46th St, New York, NY 10036, United Sta...	[[{"lng": -73.98717696388796, "lat": 40.7594749...}	40.759475	-73.987177	NaN	10036	NY	4adbaf34f964
1	Hotel Edison	Hotel	228 W 47th St	US	New York	United States	at 8th Ave	407	[228 W 47th St (at 8th Ave), New York, NY 1003...	[[{"lng": -73.98608770066558, "lat": 40.7596663...	40.759666	-73.986088	NaN	10036	NY	4b4bbe3ff964
2	AC Hotel Times Square	Hotel	260 W 40th St	US	New York	United States	40th btw 7th & 8th Ave	182	[260 W 40th St (40th btw 7th & 8th Ave), New Y...	[[{"lng": -73.99031690674605, "lat": 40.7556572...	40.755657	-73.990317	NaN	10018	NY	5ac67754a9e4
3	Aliz Hotel	Hotel	310 W 40th St	US	New York	United States		267	[310 W 40th St, New York, NY 10018, United Sta...	[[{"lng": -73.99157595205548, "lat": 40.7562071...	40.756207	-73.991576	NaN	10018	NY	5bc65d8e182
4	The Belvedere Hotel	Hotel	319 W 48th St	US	New York	United States	btw 8th Ave & 9th Ave	572	[319 W 48th St (btw 8th Ave & 9th Ave), New Yn...	[[{"lng": -73.9880682833074, "lat": 40.7615990...	40.761599	-73.988068	NaN	10036	NY	4af0ae0df964

4.2 Location of the hotel on the map



5. Conclusion:

We can see around the Hilton Times Square hotel area there are many hotels with different prices and quality.