

CONSIDER COMPETITORS IN THE HOTEL INDUSTRY IN MANHATTAN

Business Problem

Nhan Ta Van

April 28, 2019

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.

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.