

DATA SCIENCE CAPSTONE PROJECT

CITY OF TORONTO TOURISM PROJECT

Problem statement

ABC company want to develop a project titled 'Enjoy Toronto', which is a website where tourists who visit Toronto can check and see ranking centers: fun spots, hotels, and shopping malls in Toronto. I was consulted to carry out a survey and determine the top 20 ranking fun spots, hotels, and shopping malls and come up with a report of my findings.

Introduction/Background

Toronto is home to a sprawling and diverse commercial activities. There are a lot of tourist attractions in Toronto such as game and entertainment centers, escape rooms, movie theatres, playgrounds, sport complexes, shopping malls, hotels, and many more.

For this project, I will take advantage of the knowledge of data science to solve this problem. Using the geographical data of Toronto containing its Boroughs and Neighborhoods location details and leverage the Foursquare location data to segment, categorize, and group these centers. This way, I can check for most visited centers in different neighborhood and set it as a parameter for the ranking.

Data

The data to be used for this project is the data gathered from the neighborhood and clustering assignment. The data will be re-sorted and restructured. The Geoconder package will be employed to get Latitude and Longitude. The Foursquare API will then be called to get venues and its categories. Further analysis will reveal the most visited venues and their geographical locations.