

# **Coursera Capstone**

**IBM Applied Data Science Capstone**

## **The Battle of Neighborhoods**

***Opening a New hotel in Paris, France***

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## **1- Business Problem**

For many tourists, visiting Paris is a great way to relax and enjoy themselves during weekends and holidays. They can do shopping, dine at restaurants, shop at the various fashion outlets, watch movies , visit many historical sites and organize many others activities.

Paris is one of the busiest cities in Europe, appear as the most visited city around the world with 17.95 million tourists visitors in 2018.

Building hotels allow property developers to earn consistent rental income. Of course, as with any business decision, opening a new hotel requires serious consideration and is a lot more complicated than it seems. Particularly, the location of the hotel is one of the most important decisions that will determine whether the hotel will be a success or a failure.

By using data science methodology and machine learning techniques like clustering, this project aims to provide solutions to answer the following business question:

**In the city of Paris, France, if a property developer is looking to open a new hotel, where would you recommend that they open it?**

This project is particularly useful to property developers and investors looking to open or invest in new hotel in the capital city of France, Paris.

## **3- Methodology**

## **4- Results**

## **4- Discussion**

## **5- Conclusion**