

Applied Data Science Capstone - Week 4

Introduction/Business Problem

Known for its beautiful coastline, summertime outdoor activities, seafood cuisine, forested interior, and many lighthouses, Maine is a heavily trafficked tourist destination. With over 37 million people visiting and spending \$6.2 billion in 2018, it has a competitive and profitable hospitality industry. Your friend has been thinking of a career change and would like to join the hospitality industry in Maine by opening a bed and breakfast. Their bed and breakfast would provide both unique lodging and gourmet breakfasts to the many tourists.

Problem: Having never visited, they are at a loss on what area they should open a business in. Using the Foursquare API, we will identify the best location for their future bed and breakfast.

Data

For this project the following data is required:

1. Maine data (including town names and counties), scraped from Wikipedia
https://en.wikipedia.org/wiki/List_of_towns_in_Maine
2. Latitude and Longitude of the towns above, using GeoCoder package
3. Venue data related to the towns above, Foursquare API