

Cousera Capstone Project

Analysis of Rio de Janeiro's Centro venues

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1- Introduction

1.1 - Background

Rio de Janeiro is one of the most well-known cities in Brazil, and one of the most visited tourist locations in Latin America. It's famous for its culture, music, artistic expression and natural settings. It's one of Brazil's former capitals, and the Centro neighborhood is home of several historical sites and museums, with a very active nightlife. With so many options, it would be helpful to map interesting locations around the neighborhood in a way that could provide a general overview to tourists coming to the city, and enable them to make well-informed choices regarding their stay, based on their personal interests.

1.2 - Problem

The collected data should be used to provide meaningful information that could help a tourist visiting the city to choose the best hotel to stay, based on the locations they decide to visit within walking distance and his preferences in other activities. There is also potential of identifying locations where investors would find good spots for opening new businesses based on local demands.