

Enhanced BI towards tourist activity in Fano Italy

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- Tourism is one of the main economical drives in certain Italian cities, specially during sea cities in the summer season.
- This implies in high tourist density in search for a hotel and/or place to eat during the vacation.
- Getting a deeper understanding of the disposal of restaurants and hotel in the city may enhance the chances of a more profitable restaurant and/or hotel

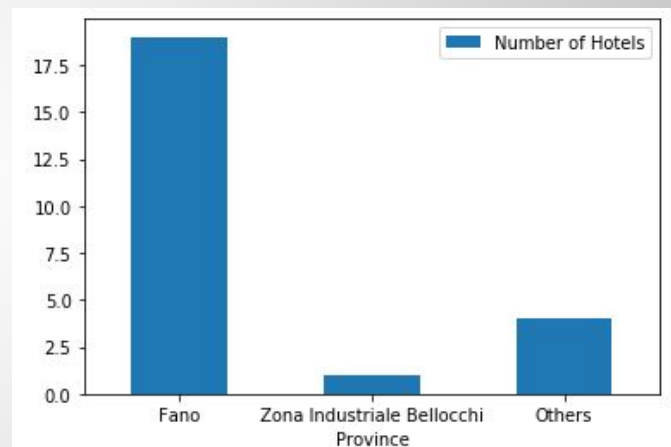
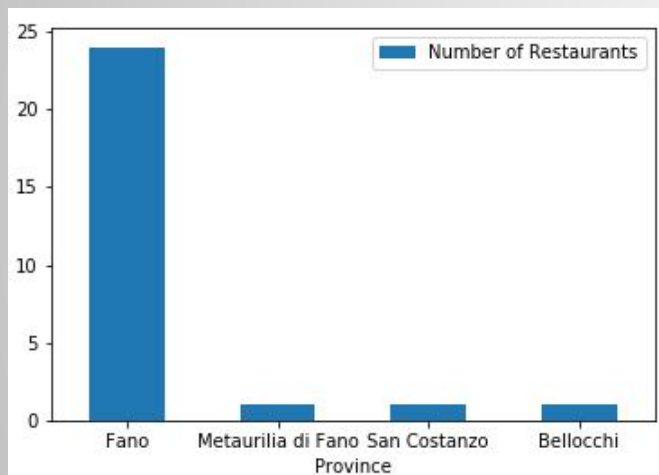


Amount a restaurants and Hotels

- Blue points are restaurants in the metropolitan area.
- Red points are hotels in the metropolitan area.

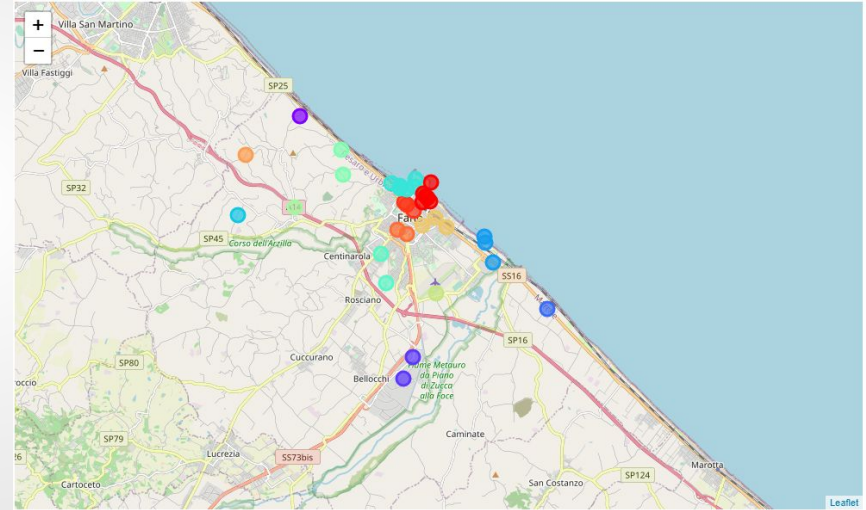


Amount a restaurants and Hotels



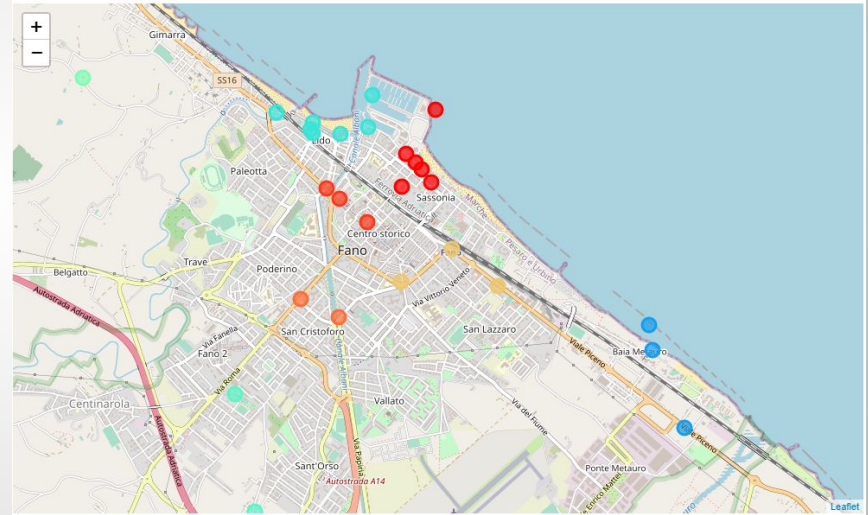
Grouping the restaurants in the city

- The city of Fano is divided into 15 neighborhoods.
- Using K-Means we can group all the restaurants into main clusters to understand where in the city there is a high/low restaurant density



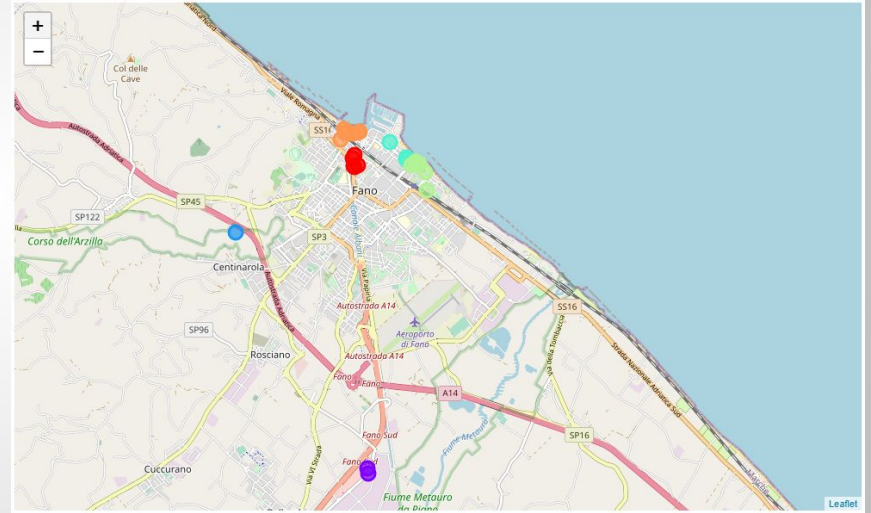
Grouping the restaurants in the city

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- Using K-Means we can group all the restaurants into main clusters to understand where in the city there is a high/low restaurant density
- 6 main Clusters can were found after convergence.



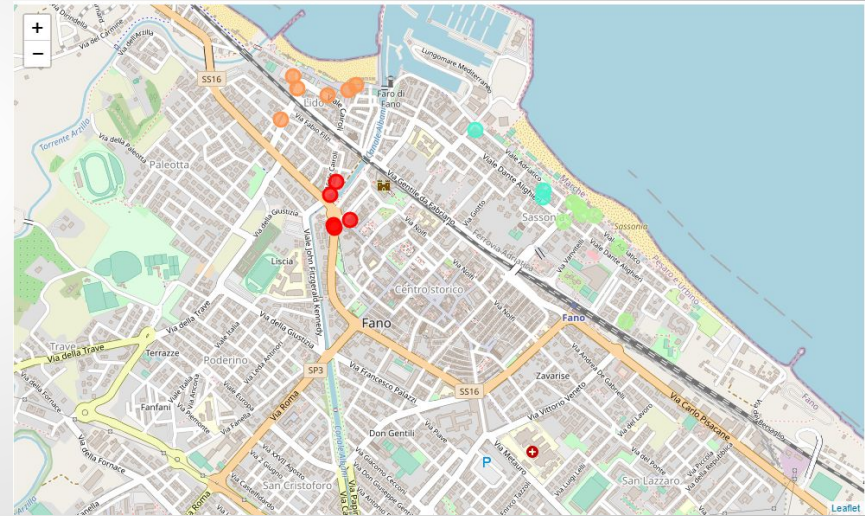
Grouping the restaurants in the city

- Based on the amount of Restaurants clusters, we applied the same methodology for clustering the hotels in the city.

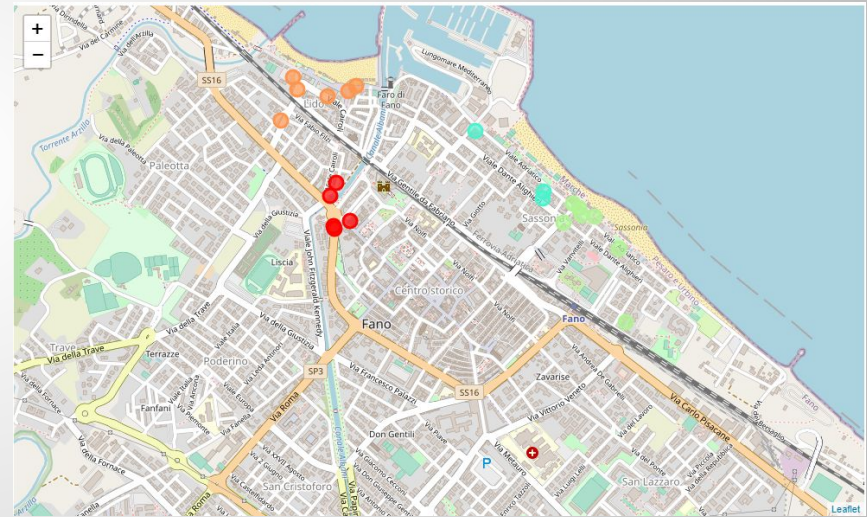
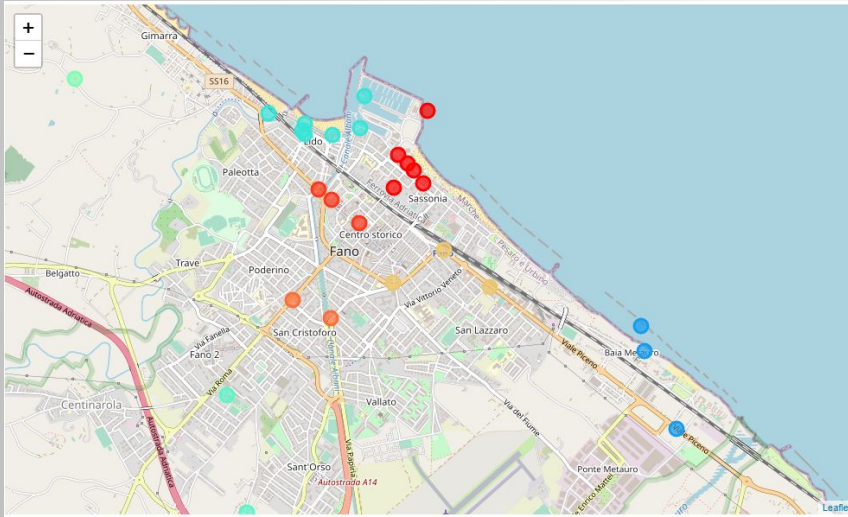


Grouping the restaurants in the city

- Based on the amount of Restaurants clusters, we applied the same methodology for clustering the hotels in the city.
- It can be seen that the highest hotel density clusters are the ones denoted by red and orange.



Grouping all of them



Conclusion

- From our analysis we have narrowed down the neighborhoods and found the locations in Fano with the highest/lowest restaurant and hotel density.
- Closest to the costal area there are a high number of restaurants bot almost no hotel as for the region close to the historical city there are a quite high number of restaurants and hotels.
- Very likely opening a restaurant close to the beach may not be so profitable due to the high competition. However, a hotel may be a good choice due to the low competitiveness and high number of restaurants in the surroundings.

Limitations:

- Ranking of the restaurants is not included in the dataset.
- More data such as population, tourist activity, shops in each neighborhood will result in a better model output.

