WHERE TO, NEXT?

Tourism – An ever-growing industry

- ▶ Travelers do increasing amount of research
- ▶ Spend their valuable money after discerning destinations
- ▶ Data science based approach will help market a destination with authority

London – A new adventure awaits

- 28 boroughs
- 176 types of venues
- 2171 venues
- Using Sydney, Australia as a reference

Data acquisition and cleaning

▶ Wiki links for subdividing vast area

https://en.wikipedia.org/wiki/List_of_areas_of_London

https://en.wikipedia.org/wiki/City_of_Sydney

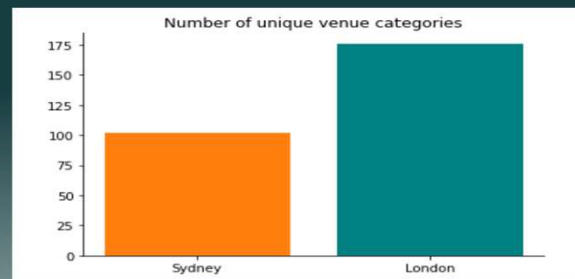https://raw.githubusercontent.com/sbalanchickoo/datasets/master/coursera/SydneyLocalities.csv

▶ Python libraries for getting geographical data

▶ Foursquare public APIs for getting venues and metadata

www.foursquare.com

More points of interest than Sydney
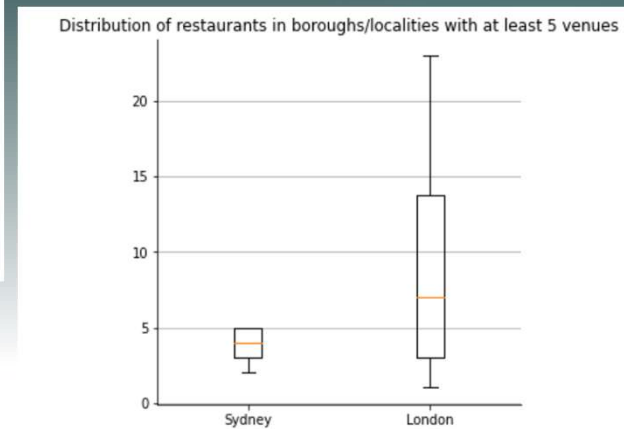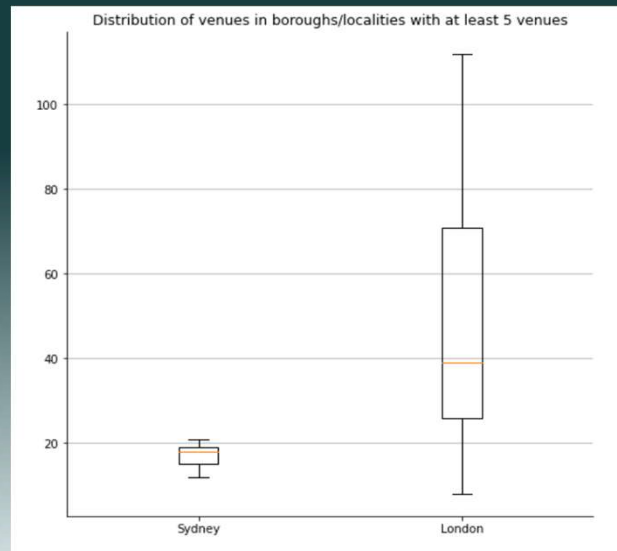(used as a reference)

▶ Venues

▶ Restaurants

Distributed city – something for everyone

▶ Venues

Distribution of venues in boroughs/localities with at least 5 venues

▶ Restaurants

Distribution of restaurants in boroughs/localities with at least 5 venues

A food-lover's paradise

▶ Distribution of restaurants across boroughs