

The background is a gradient of dark blue and purple, speckled with small white dots. On the left side, there are several concentric circles and a large circular scale with degree markings from 140 to 260. Some circles have arrows indicating a clockwise direction. The overall aesthetic is technical and futuristic.

CAPSTONE PROJECT

THE BATTLE OF NEIGHBORHOODS

INTRODUCTION

This report is for those who are planning to start a new hotel in the city of Warsaw. It provides a suggestion on what would be the best venue to start a new hotel in a highly visited city with already many good hotels.

Business Problem

- This report focusses on the issue of where to open a new hotel in a city like Warsaw, once one has decided to go ahead. Let's imagine investment company Mariette willing to open a new luxury hotel, a first and foremost important decision will be the location for its new hotel.

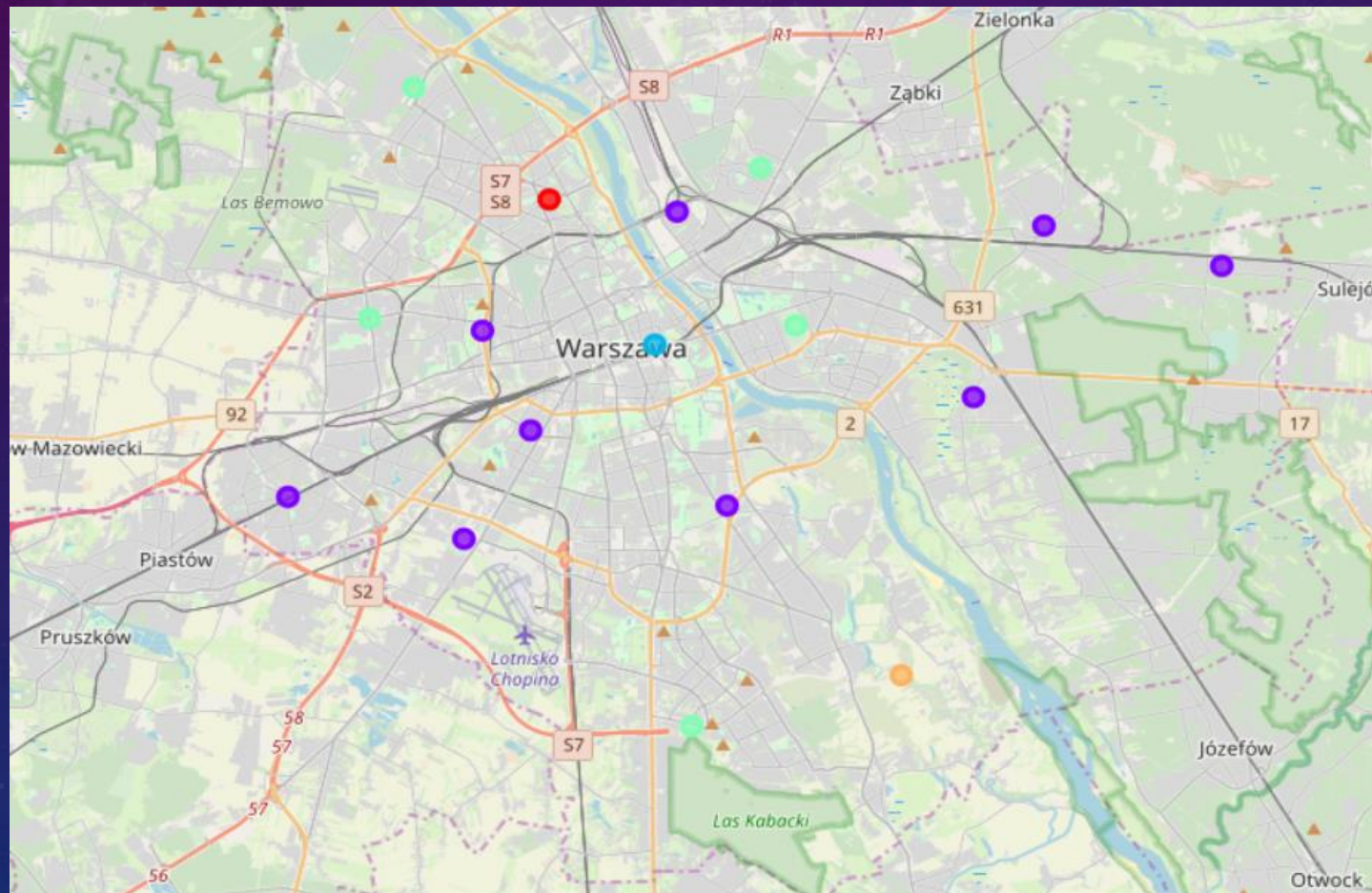
Interest

- On what basis can Mariette decide its new hotel's location?
- While selecting the place there are key points to consider like they need to check out like where the most well-visited venues of the city are?
- If increase there are already other luxury hotels which have good ratings, will it be risky to open new one near these hotels?

DATA SETS

- [Wikipedia.com](https://www.wikipedia.com)
- [Folium.com](https://www.folium.com)
- [GeoPy](https://www.geopy.com)
- [Foursquare.com](https://www.foursquare.com)

DISRTICT CLUSTERS BASED ON VENUES TYPES



RESULTS

The following are the observation about the 5 clusters above:

1. Hotels are located only in Cluster 1 (Ochota). It looks strange is contrast with local observation. Conclusion: most of hotels data is missing in analysed data set.
2. Entertainment, and shopping venues are popular in Cluster 1
3. Italian Restaurants, Food Shops, Shopping Mall and Gyms are popular in Cluster 3
4. Most common venues in Cluster 2: Cofee Shop, Beer Bar, Coctail Bar
5. Wilanów and Śródmieście districts have different venues characteristics than other Warsaw districts.

Discussion and Conclusion

Above analysis shows that decision about hotel location based on venues data from foursquare.com could be risky.

Data about hotels in Warsaw looks incomplete. Additional data source should be used.

In conclusion, this project would have had better results if there were more available data in terms of actual land pricing data within the area, public transportantion access and allowance of more venues exploration with the Foursquare (limited venues for free calls).

It is recommended to make more detailed analysis based on transportation access and business offices location.