

Travel to Ukraine with the help of Data Science

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1. Introduction

Who loves traveling? I believe that almost everyone is happy to see something new, something breathtaking, to try a new food and to explore the world around us. Also it is really useful to change the environment at least for some days or weeks. But even when we're going on vacation to some new country we usually don't have time to explore all beautiful cities and sights, because of time limit and also money. That's why we're trying to choose the best and the most suitable town for us with lots of interesting places. But it isn't an easy work, as it takes a lot of time to search all the necessary info and watch all travel guides. So we're asking professionals (travel agencies) to help us. But travel agencies need all the information about countries where they're working as well. And it's easy to find it and to discover most popular countries and cities, thus nowadays people don't even need a help when they're going to some well-known country. But nowadays people like to travel to countries that weren't so popular decades ago. People want to discover something different, and travel businesses are interested in helping people to do that.

One of such countries is Ukraine. It has been extremely popular when there was held UEFA Euro 2020, and after HBO's TV series about Chornobl there is a new wave of tourists. There is a marketing brand Ukraine NOW, that means it's perfect time to visit this country now, while it isn't overcrowded with tourists and you can feel the true nature and culture.

Travel agencies spend a lot of money on countries investigation and exploration. And Ukraine isn't the most blogged about and described country. Due to that, this project aims to prepare informative and easy to use report about most famous and most suitable Ukrainian cities for different groups of people.

The most interested would be travel agencies, as far as this information could save them a lot of money and effort. It also would be extremely useful for people who are happy to plan their own vacation by themselves.

2. Data

I will use the Foursquare location data to solve this problem as this is the most trusted and independent location data used by thousands of developers and multiple big companies. Thanks to the Places API I can access information about three chosen cities: Kyiv, Lviv and Odesa. These are the most popular cities in Ukraine and there is a lot of relevant data about them. For each of them I'm going to prepare a report about most popular places, hotels, nearby archaeological sights, restaurants, cafes, transport system, museums, nightlife etc. This information will be collected into a data frames using Venues API. Main columns for me will be category, name and location of a venue. As far as nearby sights are concerned, I will get the information about all places out of town in radius of 50 kilometers, so that we don't miss some castles and other great places to visit.