

Peer-graded Assignment: Capstone Project - The Battle of Neighborhoods (Week 1- Part 1)

The Best Big Texas City Having Many German Restaurants as a Holiday Destination for Senior German Tourist Group

Introduction/Business Problem

Problem Background

Holiday is an indispensable part of every German adult. Almost all of them have a holiday at least once a year. Most of the German citizens prefer European Countries like Greece, Spain, Italy, or Turkey. As a tourism company located in Frankfurt am Main, Germany, we have many connections in these countries for our customers. We know the preferences our customers in those countries and we have enough information about these countries.

We would like to reach more people to sell them holiday packets. However, some of our new costumers would like to travel to the different countries and they have different preferences. Since we do not have old connections in probable new countries, sometimes it may be difficult to response to the specific preferences of our new customers.

Problem

We have a new customer group including 50 German seniors from Frankfurt am Main, Germany. All of them are over 65 years old. They want to purchase a holiday packet from our Tourism Company. They would like to travel to a big city in Texas where a new destination is for our Germany based company. They want to travel to a big city in Texas but they insist on a city having many German restaurants. This is an indispensable prerequisite for this tourist group.

Texas will be a new destination for our company. Thus, we do not have connections in Texas. Besides, we do not have information about the German restaurants in Texas. Thereby, as a tourism company wanting more and new customers, we have to solve this problem and we have to find the best destination (location) for our new customers.

Target Audience

In order to find the best big Texas city having many German restaurants my company has appointed me to lead the Data Science Team. The goal of the project is to determine the best location for our new customers and recommend it to our management.

This will interest any tourism company having customers who want to go to Texas for holiday and those who prefer many German restaurants in their destination.

Success Criteria

The success criteria of this project will be the finding of the best big Texas city having many German restaurants.