

IBM Data Science Professional Certificate

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Introduction and Objectives

- Algarve is a bustling tourist destination
- Ripe for new business opportunities
- Study distribution and concentration of existing businesses
- Results influence the choice of new business construction

Data

- Location data from Portuguese Post Office (ctt.pt)
- Foursquare data for venue locations
- Not 100% accuracy but enough for rough estimates

Methodology

- From ctt.pt data, coordinates of all large enough locations in Algarve
- 10km radius centered around the locations for hotels
- 1km radius centered around hotels for nightlife and food venues
- 50 request limitation in each radius, per venue type

Methodology (cont.)

- Heat maps of restaurants and nightlife venues
- Hotels visible as black dots
- Low density locations corresponds to potential expansion

Heat-map of nightlife venues

