

Choosing NEW cinema
location

Good location is important for revenue

- Generally, locations are valued by their popularity and rates. Therefore, locations where are highly rated and popular can boost company revenue efficiently.
- Such value is recognized by people.
- A good location brings more customers.

Target area to invest/expand

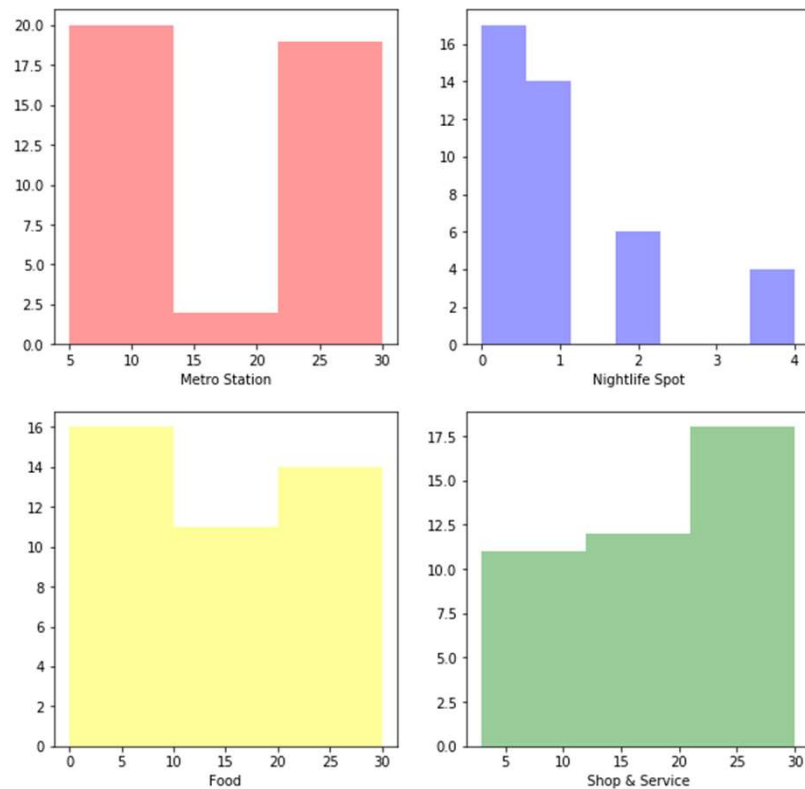
Time and buy Plan for films

- Affect company plans and directions

Data acquisition and cleaning

- FourSquare API for rates
- Google Map for coordinates
- ask the list of favourite cinema from stakeholder and calculate popularity in terms of Food, Shop & Service, Bus Stop, Metro Station, Nightlife Spot, Arts & Entertainment.

Correlation of different features



Food and Shop & Service seems highly correlated to popularity.

Conclusion and future directions

- Built useful models to choose a specific place in L1 will improve.
- Accuracy of the models has room for improvement.
- Capture more popular features.
- Ideas include:
 - Timetable of films
 - different film types
 - any new techs or activities to attract people