

## **Introduction**

When planning for a holiday, we want to choose a hotel nearest to all the attractions we are interested in exploring, especially if the city/ country is very huge.

For example, you always wanted to go to Norway, but why? If it is to see the Northern Lights, you will fly to Tromso which is further up north with less light pollution, maximizing your chances. If it is to enjoy the wild nature & relish in a King Crab buffet feast, you will be looking to Kirkenes. If you love museums & architecture, you will want to stay in Oslo.

On a smaller scale, what about New York vs Brooklyn? Osaka vs Kyoto? Tainan vs Kaoshiung? Central HK vs Tai 'O? Is it food, shopping or specific recreational activities that we are interested in.

In this project, we will be comparing between the main attractions in Paris and its surrounding scenes and hopefully by the end, it will help us determine which attraction/ attractions we will want to book a hotel nearest to.

## **Data**

In this project, various Foursquare data relating to the main attractions of Paris will be used. It includes ratings, top venues, neighborhood diversity, quotes & we will also be incorporating the data analysis & visualization knowledge that we have learnt throughout this course.

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A map visualization was also exercised which can be useful for a myriad of reasons, such as proximity to the river Seine and other clusters in case we are interested in more than 1 main attraction, in which case it will help to visualize potential hotel locations between the multiple clusters.

Another visualization tool utilized is the word cloud, which instantly lets us know the venues surrounding the attraction in a fun and interactive manner.

## **Methodology**

We used a histogram to illustrate the magnitude of venues available near each main attraction and further transformed the dataset to represent the available types of dining, tourist attractions & shopping experiences at each location.

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## **Results**

From the venue analysis, we immediately identify the diversity of neighborhood surrounding each attraction and this is supported by the map visualization which will be explained in the following section.

## **Discussion**

As expected of Paris, it is a booming tourist scene and a highly valued French culinary destination. This is represented by the consistency of most common venues among all attractions, with French restaurant & hotel coming up in the 1<sup>st</sup> 2 places. But it is the remaining positions that will help identify our location choice.

Musée du Louvre seems to be an ideal shopping destination for the ladies, with a myriad of plazas and cosmetic shops. A much-needed rest for the feet can be enjoyed in the multitude of cafes and bars too.

Notre Dame de Paris has the most diverse and international culinary selections, with burgers, Mexican & Japanese food. It seems to be the ideal location for those who want a laidback experience away from the stereotypical Paris stuff and do some chill book shopping in the many bookstores in the area.

Arc de Triomphe seems to be the ideal destination for single men, but they might want to think twice if travelling with their romantic partner since jewelry stores are aplenty in the area. Otherwise, it seems like a men's paradise with men's shops, nightclubs and movie theatres to occupy themselves with to avoid being their spouses' personal butler for another day.

Tour Eiffel offers the ultimate Paris experience. With 1 or 2 trips to any of the top notched French / Italian restaurants, that will ensure you end up eating bread for the rest of your stay, which is convenient because there are many bakeries and even more gardens where you can just sit and take in the sights (for free!)

On to the map visualization, here are some factors that may affect our decision.

1. River Seine is quite some distance from Arc de Triomphe
2. Musée du Louvre & Notre Dame de Paris are very close together so deciding to stay near either location has the added advantage of being able to visit both attractions easily within a day.

## **Conclusion**

Using the information and analysis provided in this project, it provides a determinate linkage between our choice of hotel and the type of neighborhood venues we are interested in. We can explore other cities and compare the boroughs as it has been done in this example. There is only so much leave we get as working adults and in order to maximize our experience, it is best to do our due diligence beforehand.