



Coursera Capstone Project

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Business Understanding

Berlin is the cultural capital of Europe. It is a unique city with a very diverse population and comprises a lot of boroughs that are strikingly dissimilar from one another. Berlin also attracts a large number of tourists from Europe and around the world. In 2018 Berlin ranked third in the number of bednights with a staggering 32.87 million bednights, behind just London and Paris. A good portion of these tourists are mostly looking forward to discovering Berlin's famous nightlife attractions such as bars and clubs. In this context the goal of this project is to determine first of all the concentration of bars and clubs in Berlin's different neighborhoods and then make a recommendation to a tourist regarding the area to book an accommodation in, where Berlin's coolest bars or clubs are.

Goals

1. Determine the concentration of bars/clubs in Berlin's neighborhoods
2. Make a recommendation regarding the area to book an accommodation for tourists that want to visit Berlin's coolest bars or clubs.

Analytical approach

In this project I am going to start by collecting data online about Berlin's different neighborhoods. A good source for this would be **Wikipedia**. Geospatial coordinates of every neighborhood can be retrieved through the **geopy** library.

Datasets on bars' and clubs' locations and ratings can be collected from the **Foursquare** platform.

Using the k-means clustering method, clusters can be built where the highest concentration of cool clubs and bars are located.

Depending on the location of the cluster centroids a recommendation of a number of thorough in which to book an accommodation will be offered.