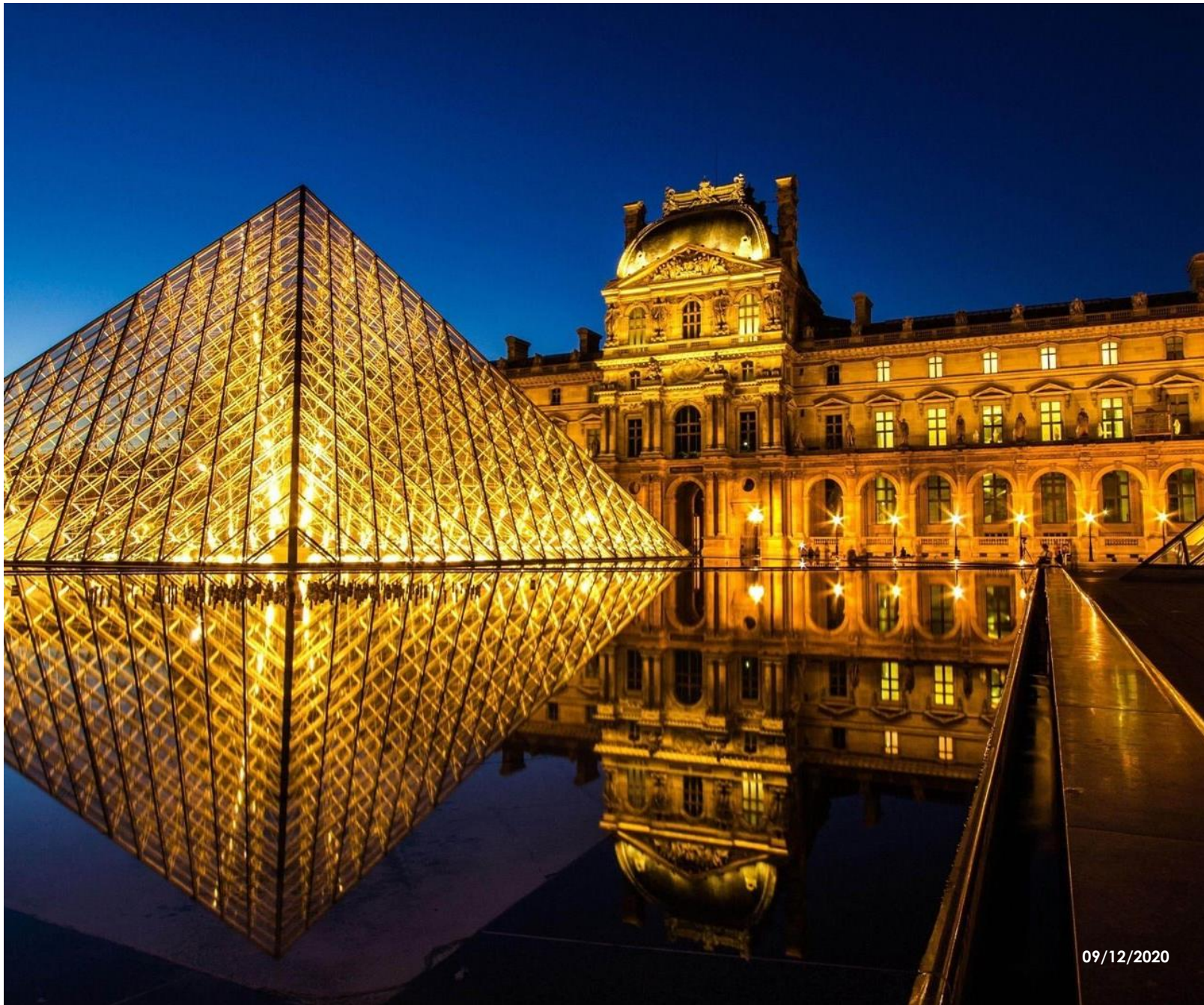




PARIS

Alexandre Castelnau

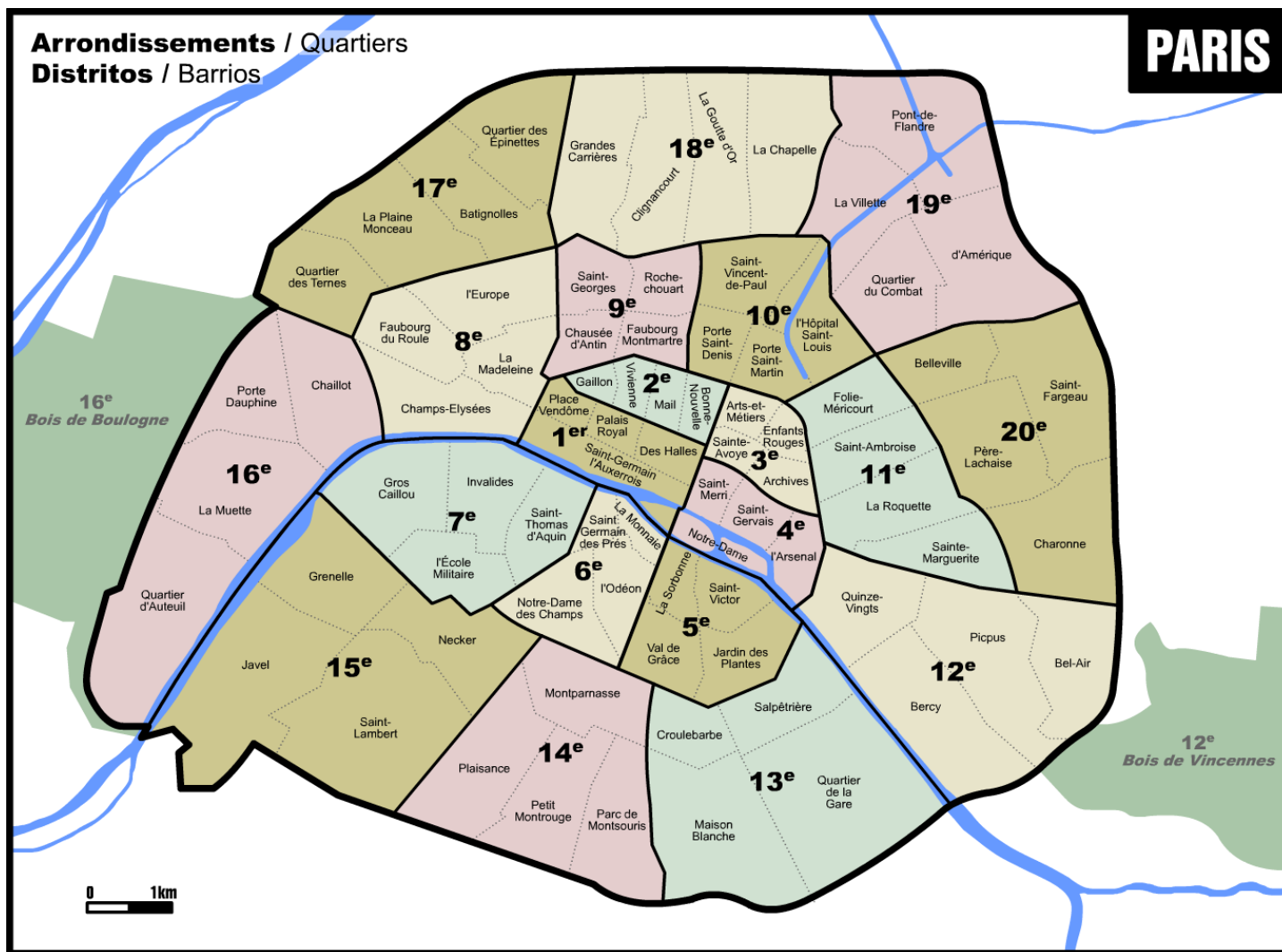


09/12/2020

Introduction

Paris in few words:

- Capital of France
- Tourist center
- Cosmopolitan city



Presentation of the study

- Socio-economic study of Paris
- Explore business opportunities

Data

Geographic data

	N_SQ_QU	C_QU	C_QUINSEE	L_QU	C_AR	N_SQ_AR	PERIMETRE	SURFACE	Geometry X Y	Geometry
0	750000015	15	7510403	Arsenal	4	750000004	2878.559656	4.872649e+05	48.851585175,2.36476795387	{"type": "Polygon", "coordinates": [[[2.368512...
1	750000018	18	7510502	Jardin-des-Plantes	5	750000005	4052.729521	7.983894e+05	48.8419401934,2.35689388962	{"type": "Polygon", "coordinates": [[[2.364561...
2	750000039	39	7511003	Porte-Saint-Martin	10	750000010	3245.891413	6.090347e+05	48.8712446509,2.36150364735	{"type": "Polygon", "coordinates": [[[2.363917...

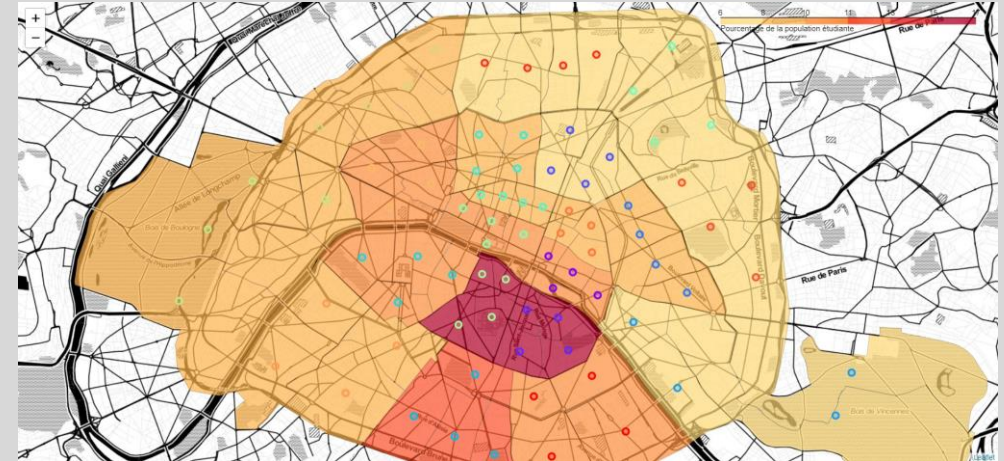
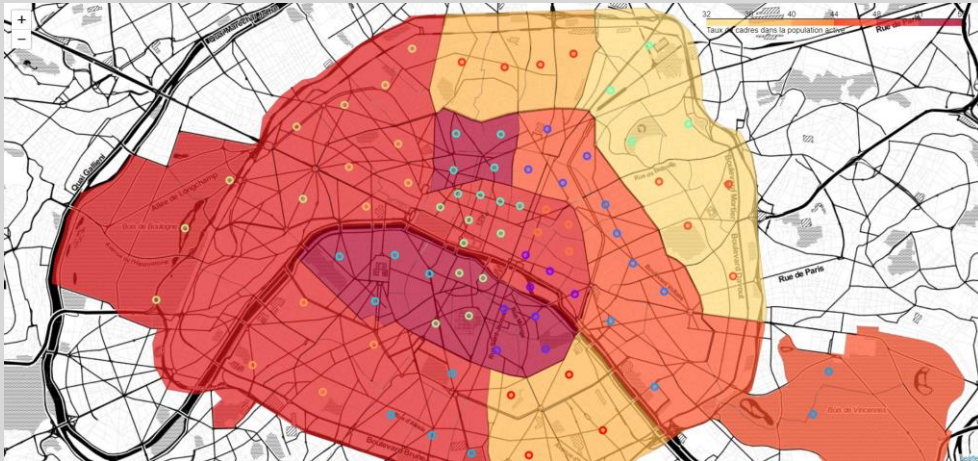
Socio-economic data

	Arrondissement	Pauvrete	Etudiant	CSP	Immigree	Salaire_H	Salaire_F	Diplome
0	1	10.7	11.3	50.4	17.8	28.7	21.1	63.6
1	2	14.5	8.9	51.4	21.2	27.2	20.4	67.3
2	3	12.6	9.6	51.3	20.2	28.8	21.2	68.8

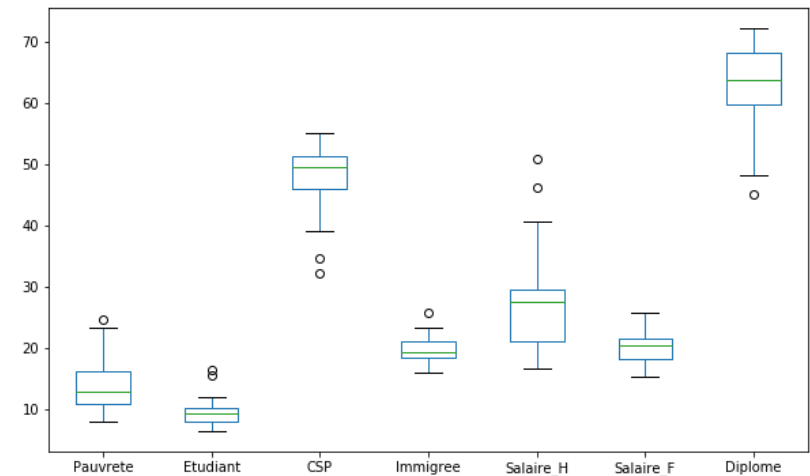
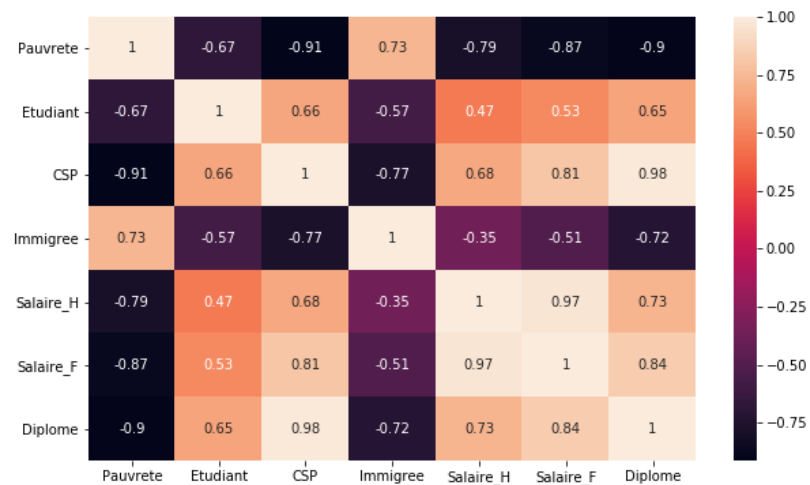
Venues data

	Arrondissement	Quartier	Qu_lat	Qu_lon	Lieu	Li_cat	Li_lat	Li_lon
0	4	Arsenal	48.851585175	2.36476795387	Keep Cool	Gym	48.852085	2.363371
1	4	Arsenal	48.851585175	2.36476795387	Sherry Butt	Cocktail Bar	48.853267	2.364114
2	4	Arsenal	48.851585175	2.36476795387	Maria Loca	Cocktail Bar	48.852123	2.365667

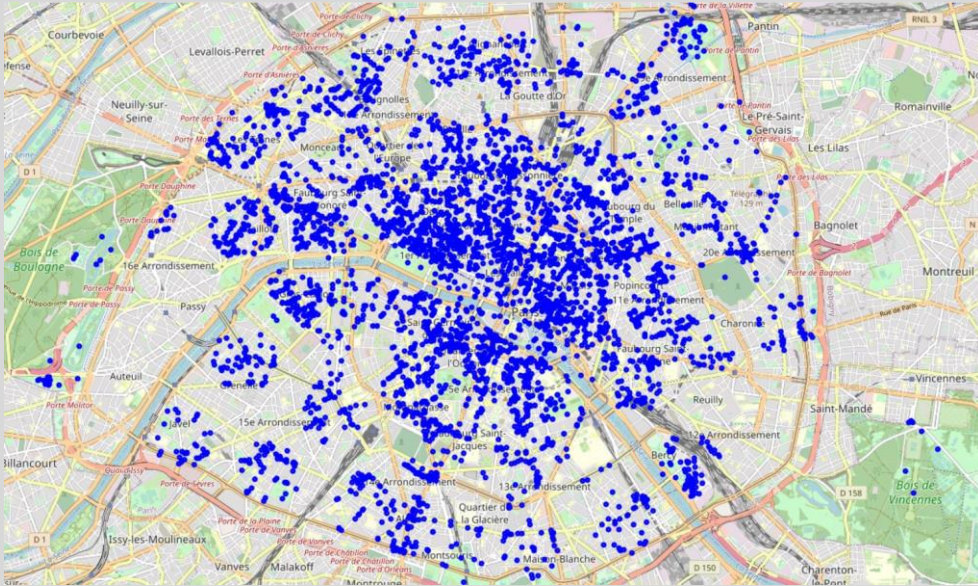
Exploring data



Exploring data

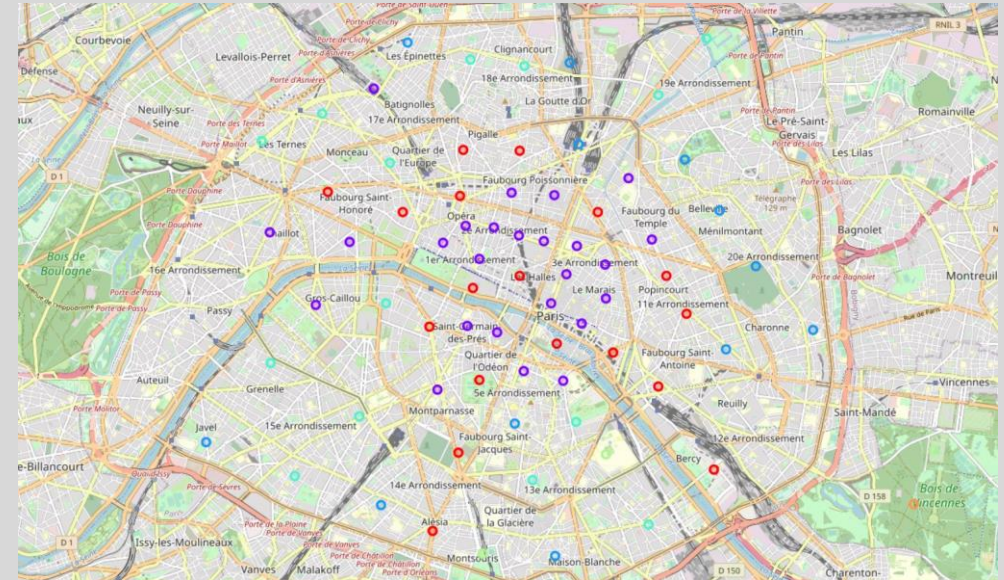
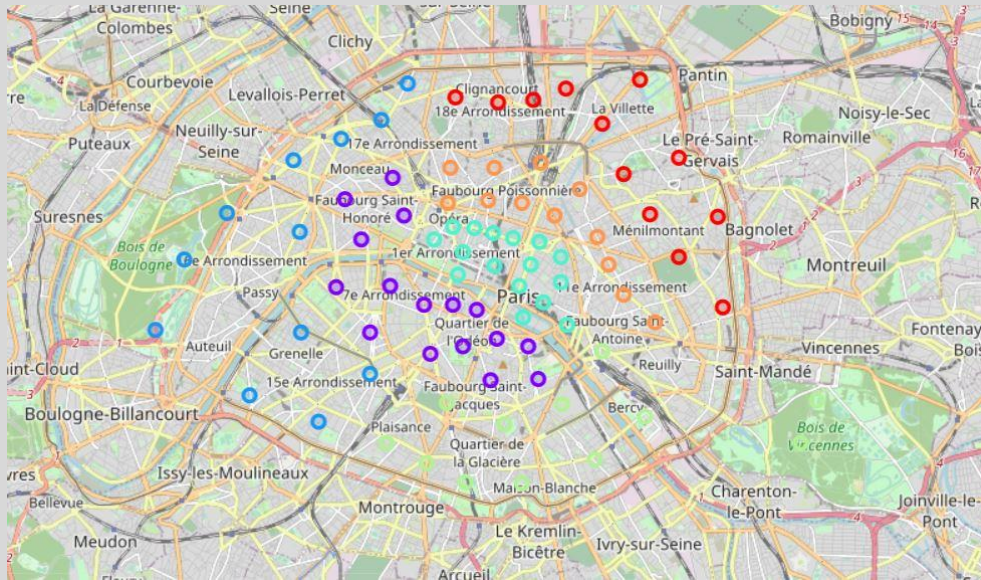


Exploring data

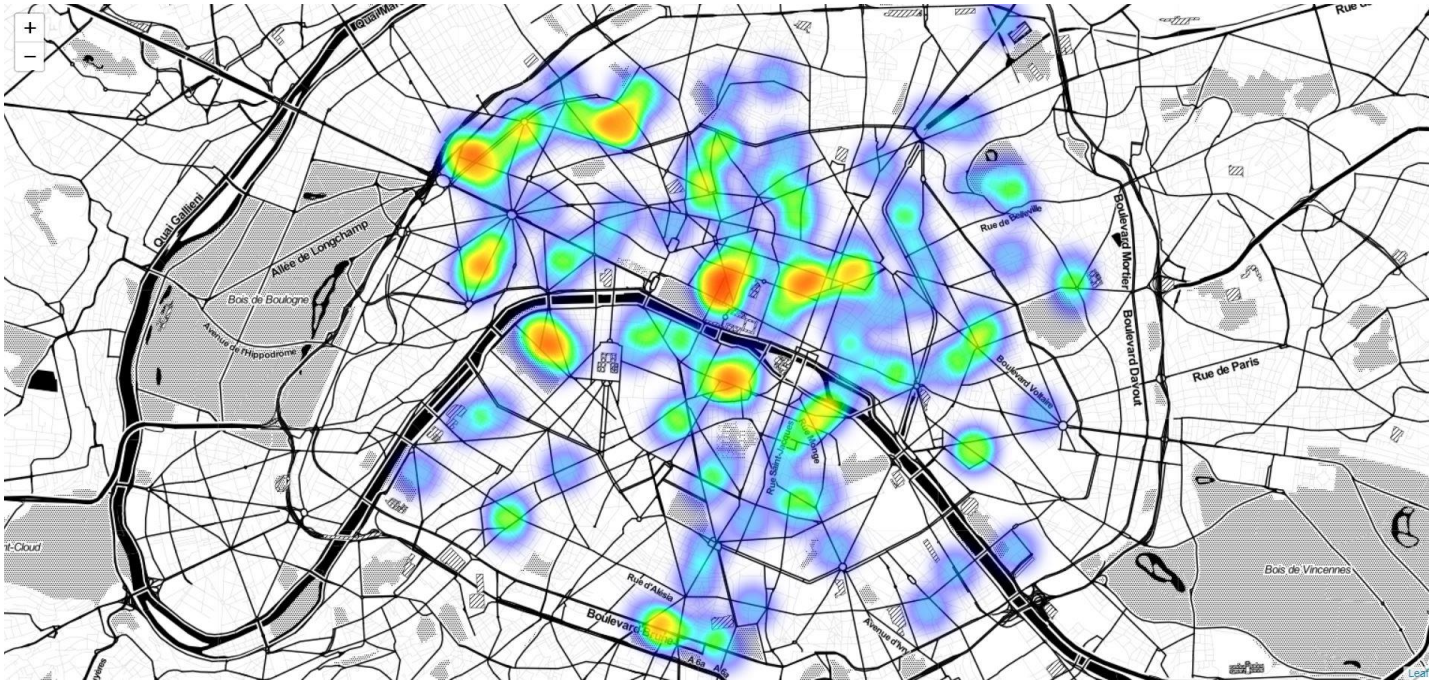


- On previous pictures, we highlight différent socio-economic data, relation between features and the location of the venues.

Results



Clusters based on socio-economic data
and only venue data



Map of the
concurrence

Discussion

Where do we want create
a new business.

Different key parameters:

- Concurrence
- Economic data on local
population