



Version 3.0

Un avant-goût de ce qui rend Makan si exceptionnel!

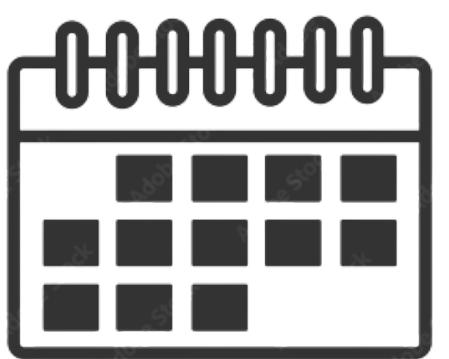
■ Problématiques

- Financement
- Visibilité
- Ciblage et segmentation (on ne sait pas exactement à qui on s'adresse)

Solution

Une plateforme qui permet :

Visiteurs de faire



Réservation

Les responsables de Makan de collecter les données pour des fins de:



SEGMENT



Tableau de bord
interactif

Taille du marché

Toute personne qui peut-être potentiellement intéressée par les services qu'offrent Makan

Produit



Maken... مکان

The experience and history teach us that there is no creation of social forms and social relationships without the creation of an appropriate space.

[MORE INFO](#)[Makan Podcast](#)

MAkEN FACTORY

it's the room where you can find your art inspirations to develop wisely your creativity

MAKEN FACTORY



FIRST FLOOR

Calligraphy Design

Maken Podcast

Maken AI Art

Maken Design Lab

Maken XR Studio

Maken Coworking

Calligraphy design

Calligraphy is a beautiful and artistic form of writing that involves creating decorative letters and symbols.

Maken Podcast

Maken AI ART

Maken XR Studio

BOOK AN ACTIVITY

NAME

EMAIL

PHONE

ACTIVITY

AGE

PICKUP DATE

HOUR

MIN

AM/PM

GENDER

BOOK NOW

The form is set against a background of overlapping light gray triangles.

```
[ ] import seaborn as sns
from sklearn.cluster import KMeans

[ ] # loading the data from csv file to a Pandas DataFrame
customer_data = pd.read_csv('/content/MOCK_DATA (3).csv')

[ ] # first 5 rows of the data frame
customer_data.head()



|   | id | Name            | email                  | gender | age | Phone number | Visitor Type       | Reserved Activities | Reservation Duration | Reservation Status | Feedback and Evaluation | Reservation Date |
|---|----|-----------------|------------------------|--------|-----|--------------|--------------------|---------------------|----------------------|--------------------|-------------------------|------------------|
| 0 | 1  | Glen Camelli    | gcamelli0@archive.org  | male   | 17  | 150-115-0317 | New Visitor        | Coworking Space     | 5                    | Confirmed          | 6                       | 4/4/2023         |
| 1 | 2  | Sauder Thirtle  | sthirtle1@hatena.ne.jp | female | 26  | 288-483-2108 | New Visitor        | Coworking Space     | 7                    | Pending            | 7                       | 5/17/2023        |
| 2 | 3  | Therine Veque   | tveque2@google.es      | male   | 48  | 812-765-6319 | Occasional Visitor | XR Studio           | 4                    | Canceled           | 2                       | 1/5/2023         |
| 3 | 4  | Kellen Bisco    | kbisco3@webs.com       | male   | 30  | 749-995-3064 | Occasional Visitor | Podcast Space       | 1                    | Canceled           | 10                      | 7/16/2023        |
| 4 | 5  | Johny Arunowicz | jarunowicz4@scribd.com | female | 30  | 814-801-4578 | New Visitor        | Design Lab          | 6                    | Pending            | 2                       | 6/26/2023        |



[ ] customer_data.shape
(1000, 12)

[ ] # plotting all the clusters and their Centroids

plt.figure(figsize=(8,8))
plt.scatter(X[Y==0,0], X[Y==0,1], s=50, c='green', label='Cluster 1')
plt.scatter(X[Y==1,0], X[Y==1,1], s=50, c='red', label='Cluster 2')
plt.scatter(X[Y==2,0], X[Y==2,1], s=50, c='yellow', label='Cluster 3')

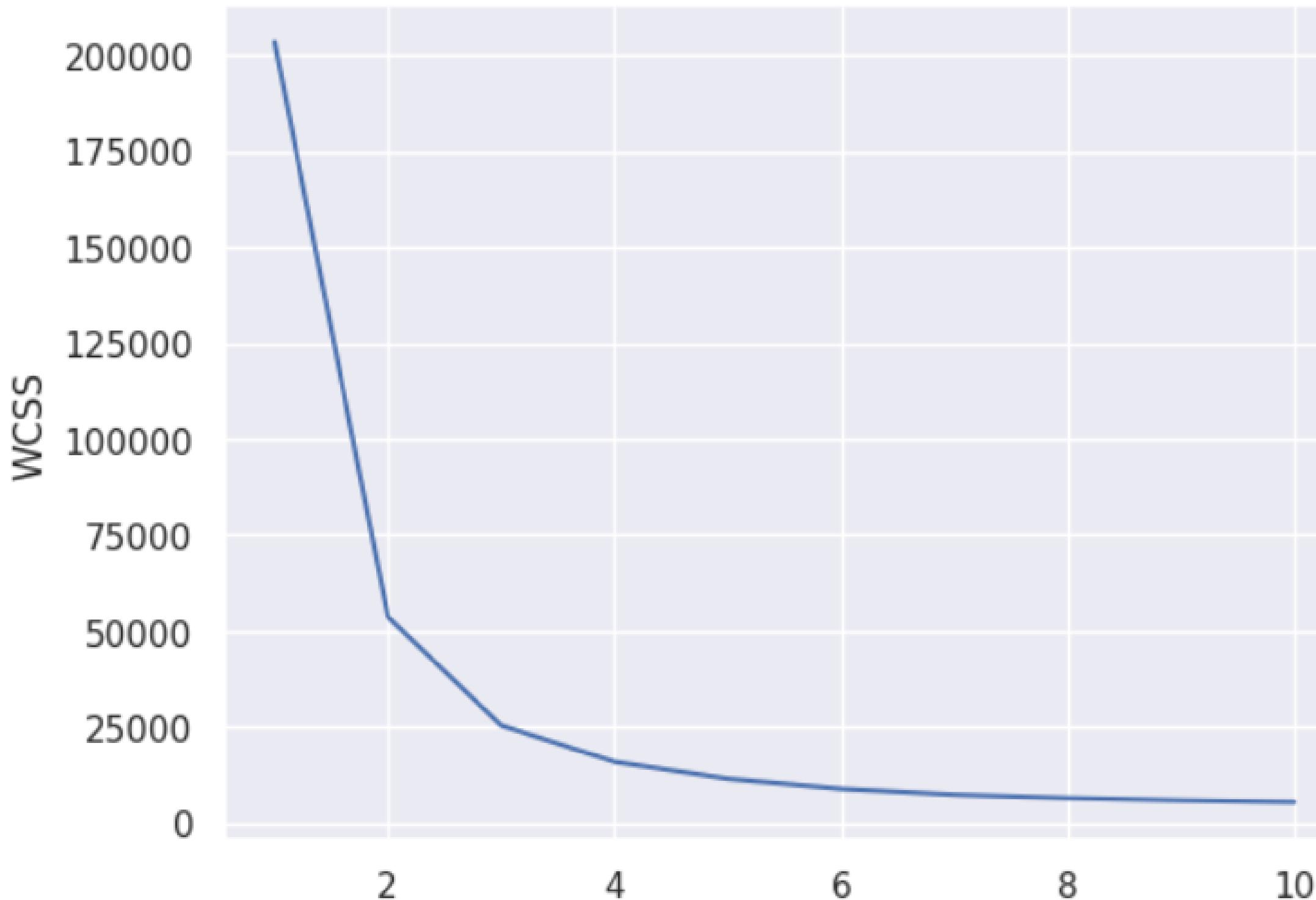
# plot the centroids
plt.scatter(kmeans.cluster_centers_[:,0], kmeans.cluster_centers_[:,1], s=100, c='cyan', label='Centroids')

plt.title('Customer Groups')
plt.xlabel('Age')
plt.ylabel('Reserved Activities')
plt.show()
```

```
sns.set()  
plt.plot(range(1,11), wcss)  
plt.title('The Elbow Point Graph')  
plt.xlabel('Number of Clusters')  
plt.ylabel('WCSS')  
plt.show()
```



The Elbow Point Graph





Customer Groups

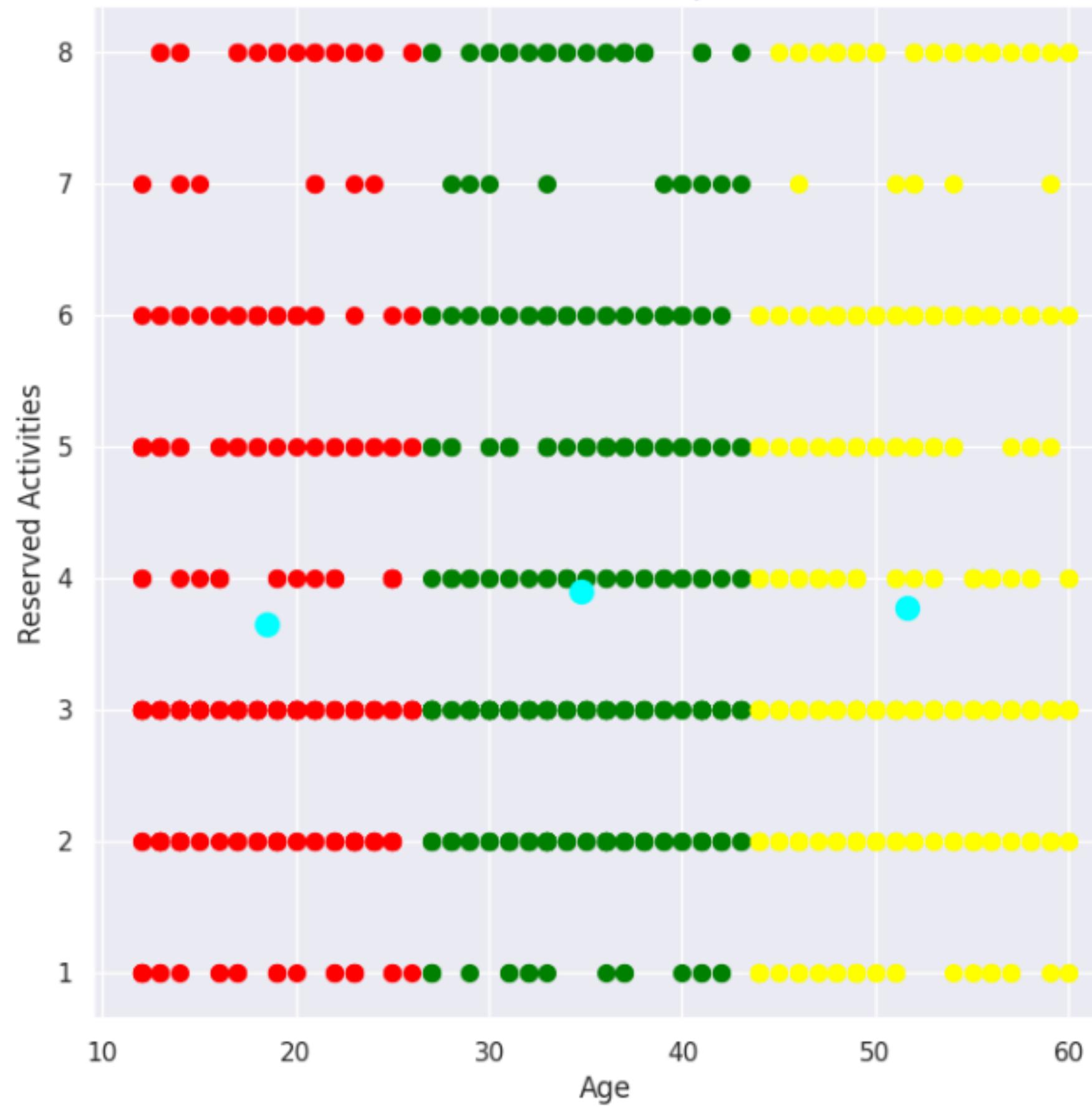


Tableau de bord de l'Analyse du trafic des visiteurs

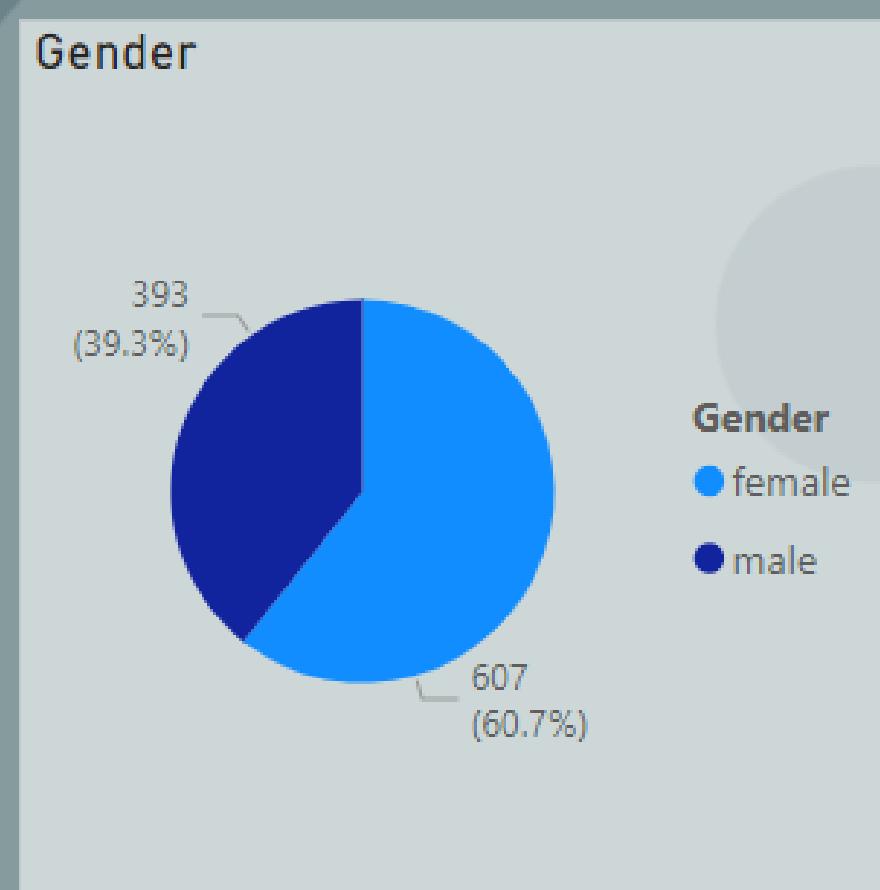
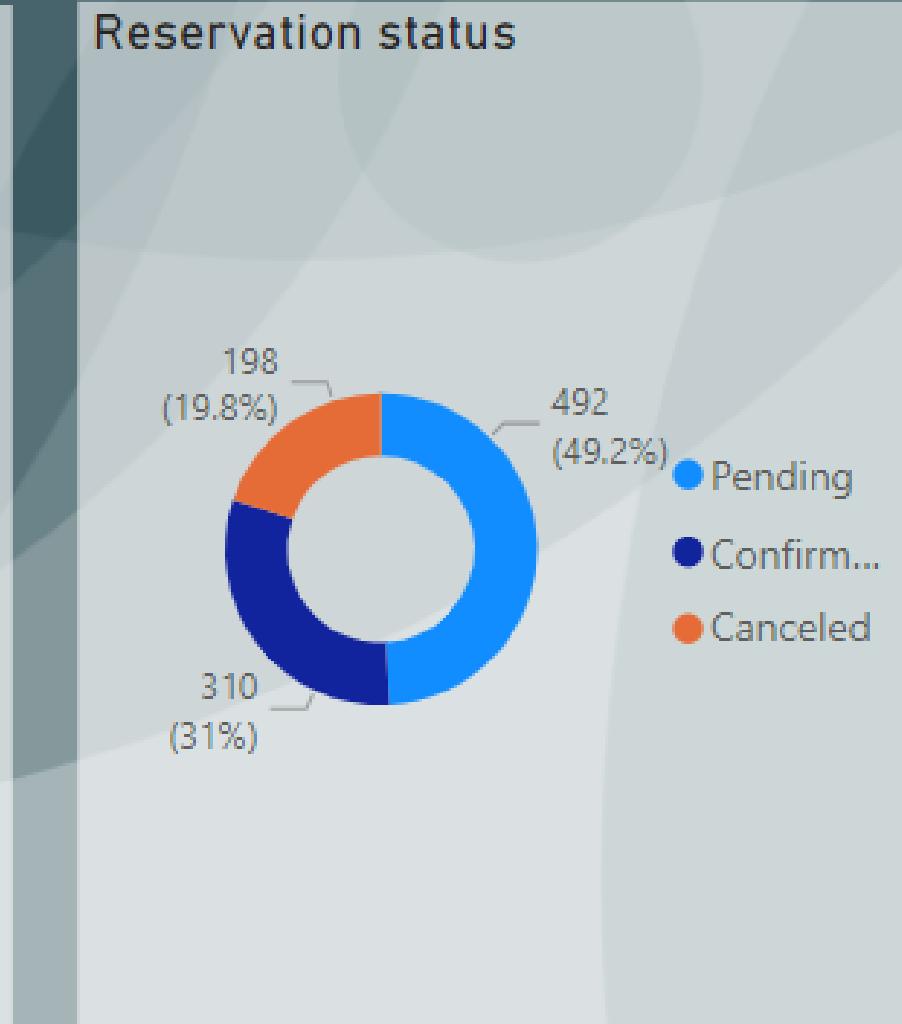
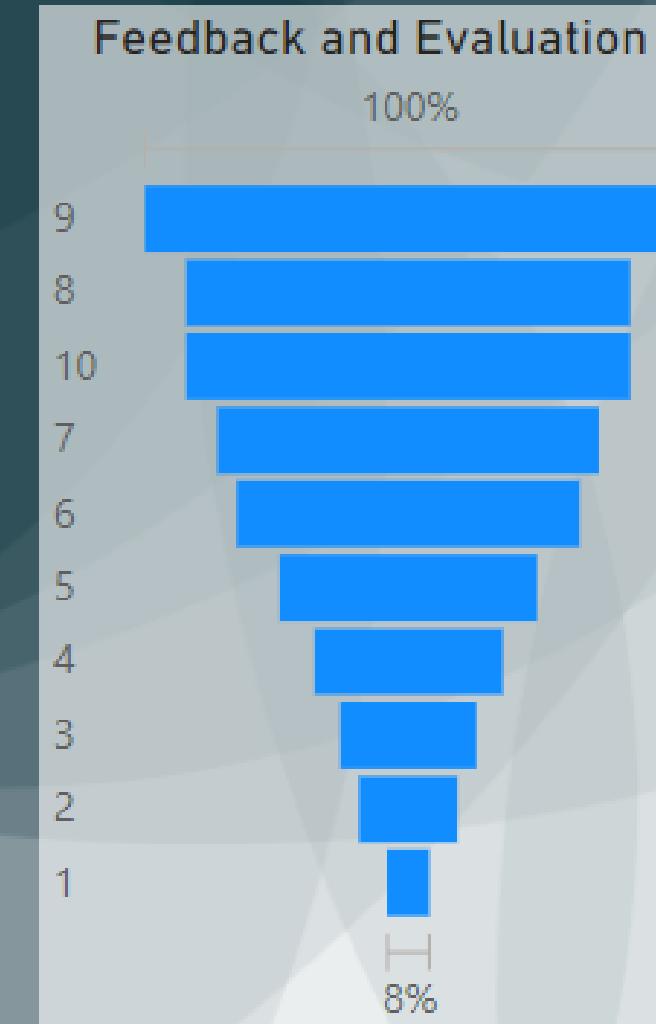
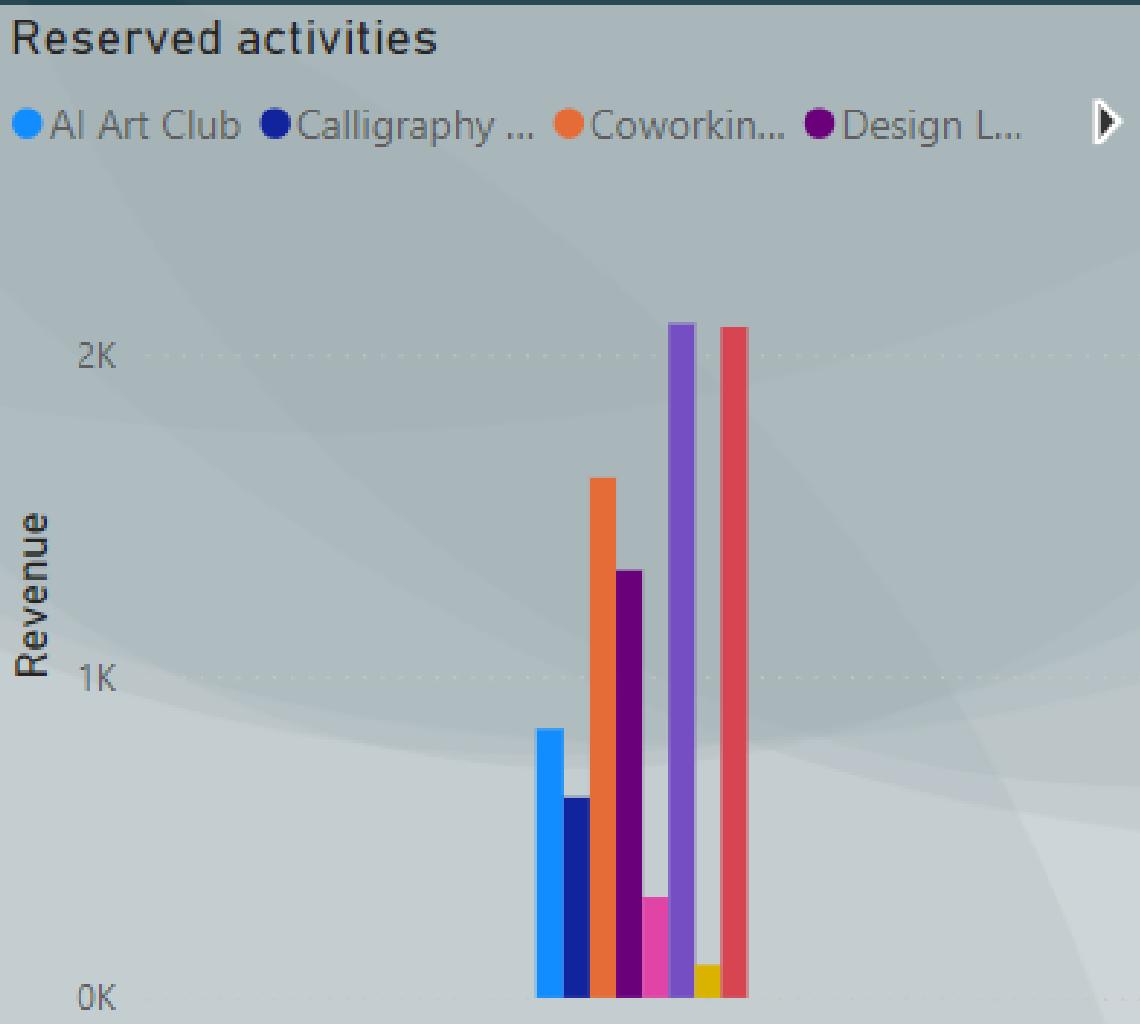
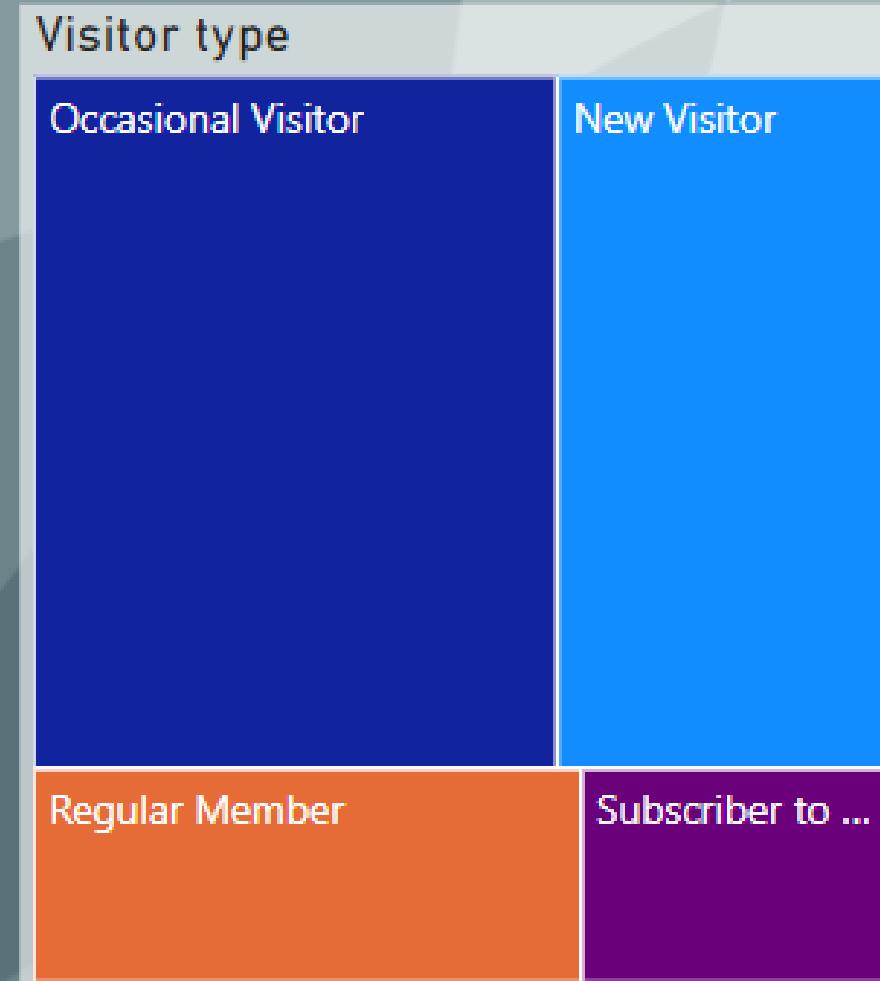
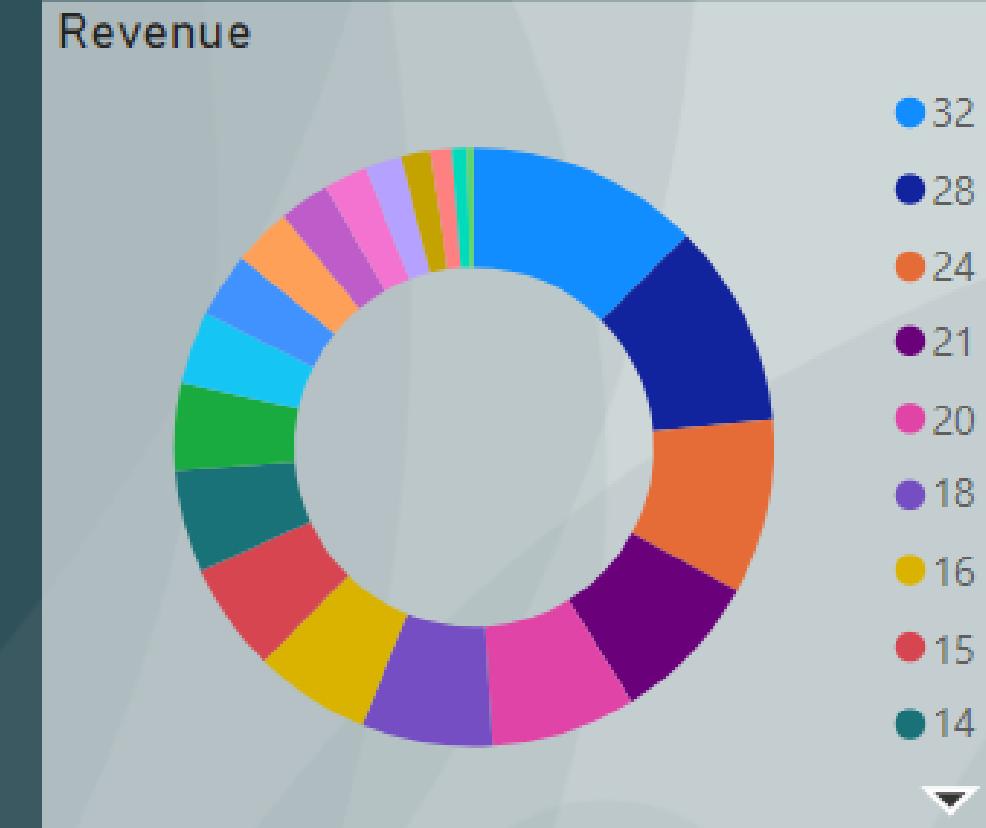
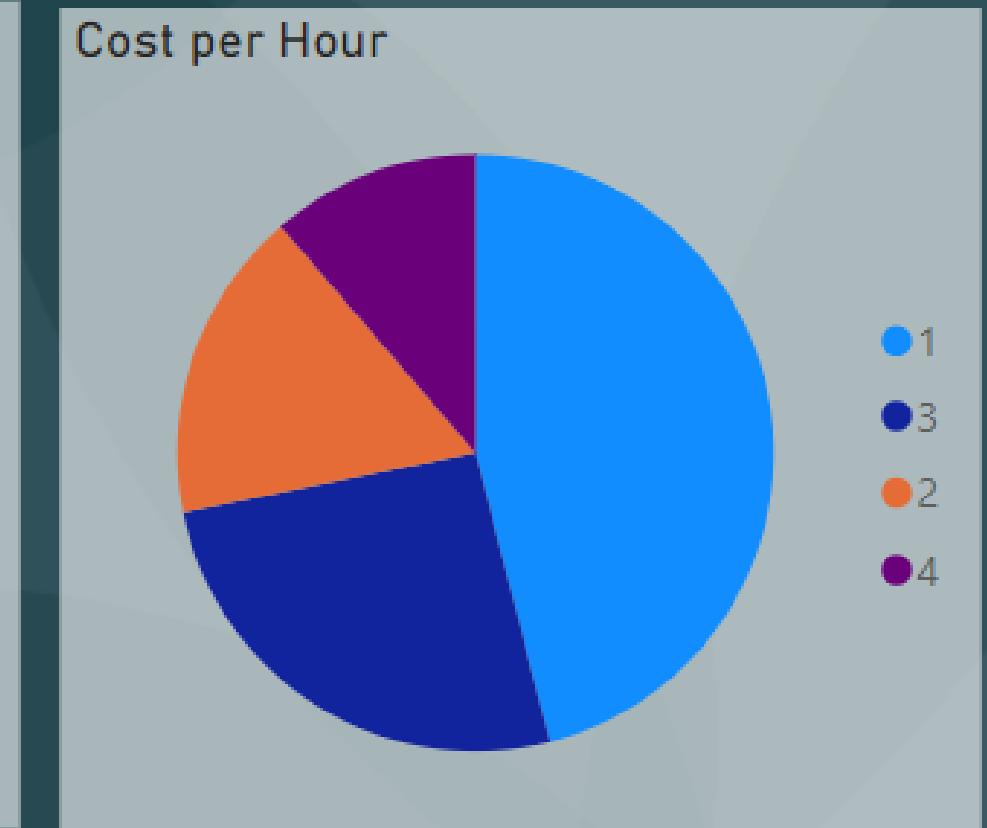
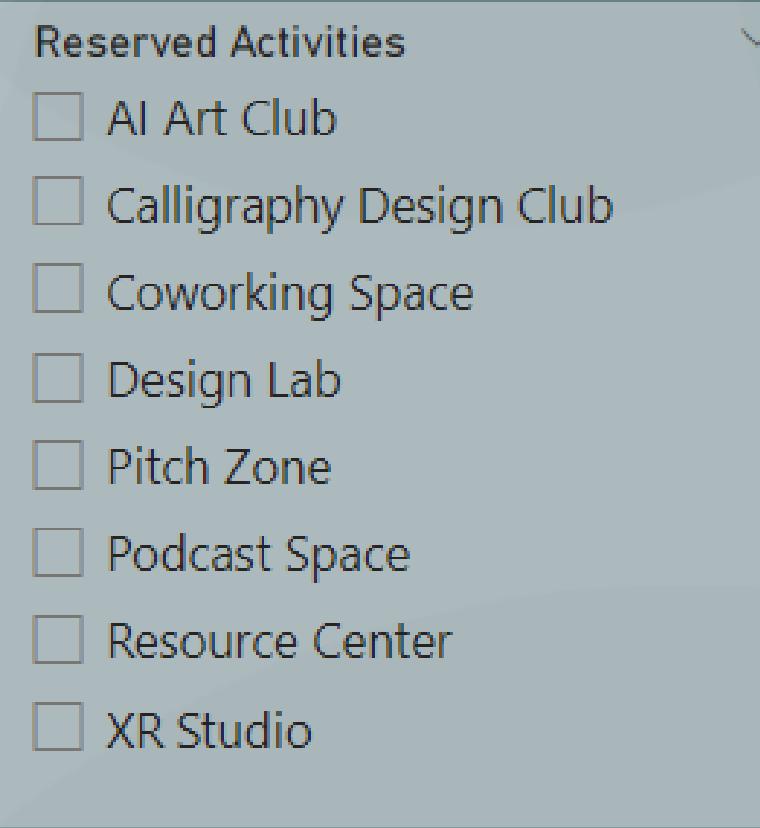


Reservation Date

11/11/2022 11/10/2023

Age

12 60



Business Model

Our Events

Calligraphy Design



Calligraphy design

Calligraphy is a beautiful and artistic form of writing that involves creating decorative letters and symbols.

25 50

1 ticket from **15dt**

Purchase Tickets

Maken AI Art



Maken AI ART

AI art involves using artificial intelligence algorithms and tools to generate unique and creative pieces of artwork. Here's a general guide on how you can make AI art using various techniques.

45 65

1 ticket from **30dt**

Purchase Tickets

Maken DesignLab



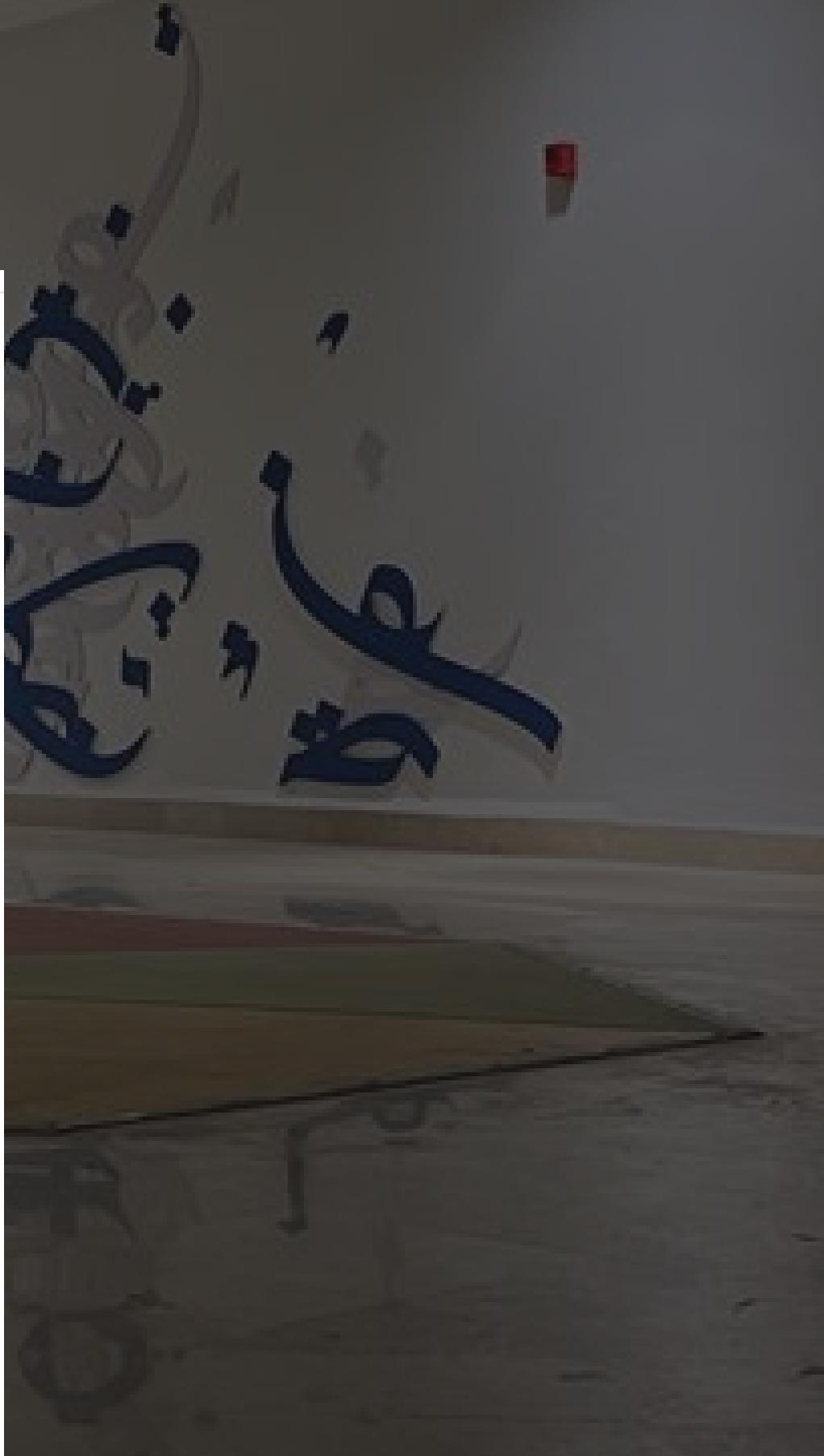
Maken DesignLab

At DesignLab, we believe in the power of design to transform ideas into impactful experiences.

45 75

1 ticket from **25dt**

Purchase Tickets



Avantage compétitif

- Personnalisation des Stratégies (segmentation)
- Optimisation des Ressources
- Fidélisation Client
- Visualisation des Données
- Prise de Décision Rapide
- Surveillance en Temps Réel
- Alignement Stratégique
- Communication Efficace

Equipe



Nour Mraihî



Neder Tarroui



Hamza Boubaker



Khadija Ennaifer



Nesrine Rouissi

Remerciements :

Makon Podcast

Fin

