

The background is a dark blue gradient with a subtle pattern of white dots. Overlaid on the left side are several concentric circles and arcs in a lighter blue color. Some of these arcs have degree markings, such as 140, 150, 160, 170, 180, 190, 200, 210, 220, 230, 240, 250, and 260. There are also small arrows pointing in various directions, suggesting a sense of rotation or movement.

# SEGMENTATION OF BEST UNIVERSITY CITIES

DIEGO SAENZ

# BUSINESS CASE

INTERESTING FACTS AND INFORMATION



- Using the list of cities created by the **QS World University Rankings**, which can be found at [QS Best Student Cities](#), we are going to observe similar cities based on the kind of businesses and venues they have around **10km** from their *central business district*. This area of each city gives similar chances to see what kind of venues are agglomerated within the business center which can be helpful to most students that want to work and live in the same city they study their degree.
- On another note, the QS rankings were derived from scores on in eight out of 12 categories. Four categories are mandatory, while institutions must choose the remaining four optional categories:
  - Teaching
  - Employability
  - Research
  - Internationalization
  - Facilities
  - Online/Distance Learning
  - Arts & Culture
  - Innovation
  - Inclusiveness
  - Social Responsibility
  - Subject Ranking
  - Program Strength



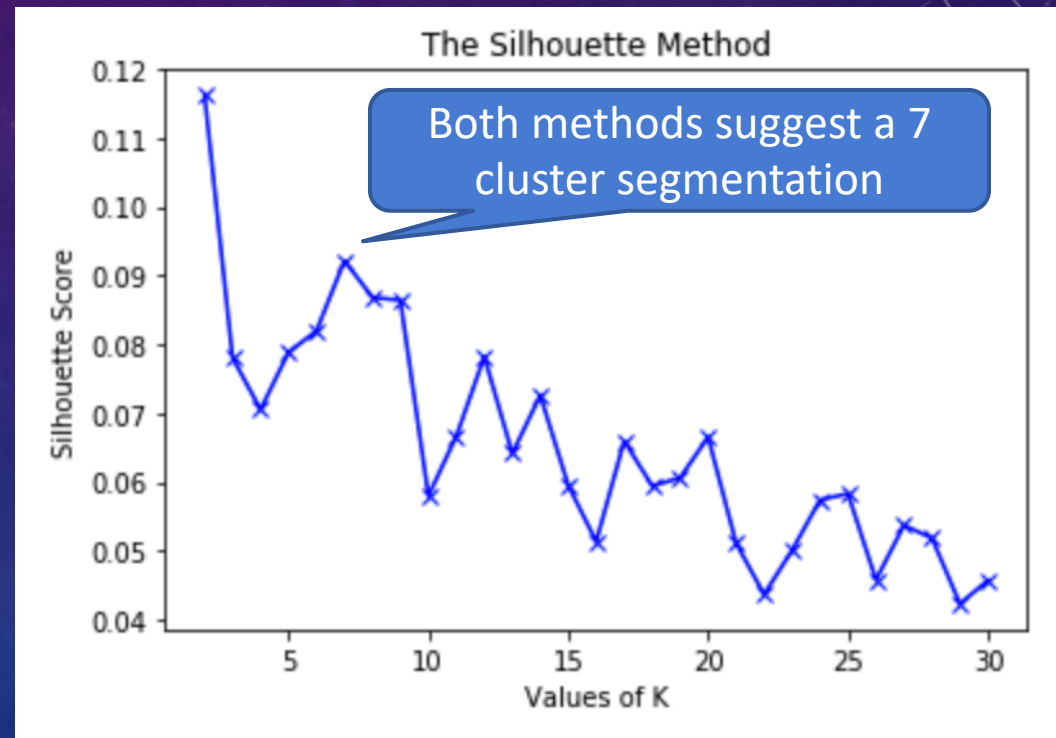
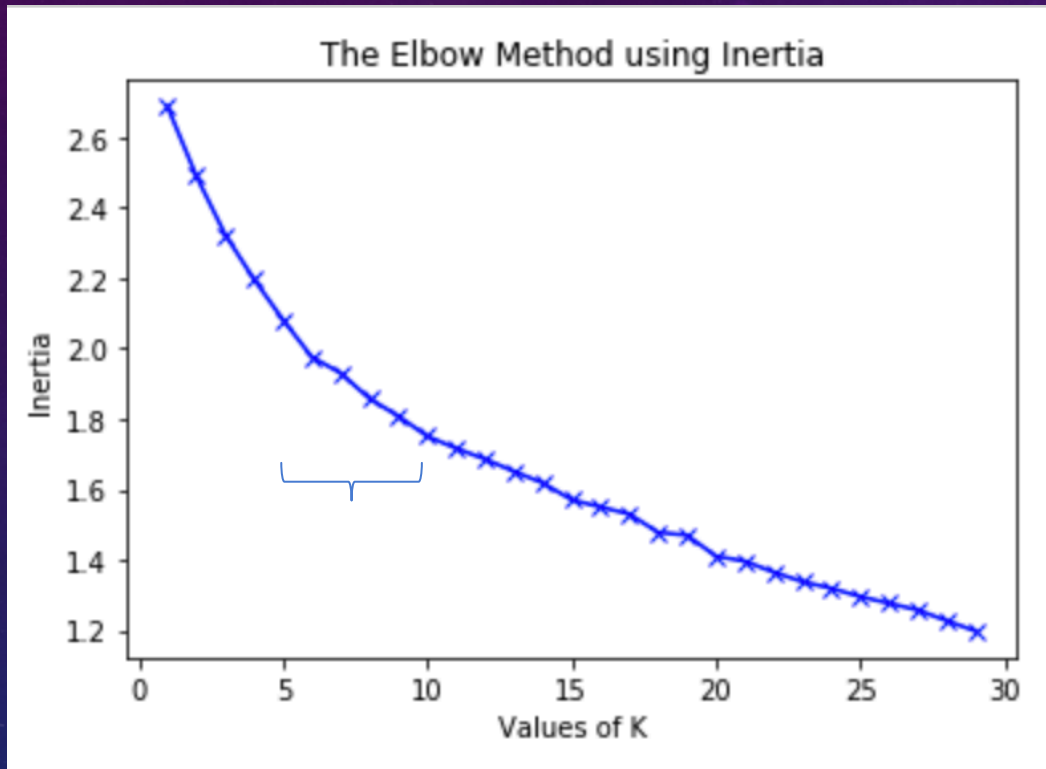
# MOST COMMON VENUES

	City	1st Most Common Venue	2nd Most Common Venue	3rd Most Common Venue	4th Most Common Venue	5th Most Common Venue	6th Most Common Venue	7th Most Common Venue	8th Most Common Venue	9th Most Common Venue	10th Most Common Venue
0	Aberdeen	Bar	Hotel	Café	Beer Bar	Park	Supermarket	Coffee Shop	Pub	Seafood Restaurant	Grocery Store
1	Abu Dhabi	Café	Hotel	Coffee Shop	Middle Eastern Restaurant	Spa	Gym	Shopping Mall	Restaurant	Indian Restaurant	Ice Cream Shop
2	Adelaide	Coffee Shop	Café	Hotel	Pub	Asian Restaurant	Park	Australian Restaurant	Sushi Restaurant	Garden	Mexican Restaurant
3	Almaty	Coffee Shop	Hotel	Café	Park	Steakhouse	Gym / Fitness Center	Restaurant	Bar	Spa	Seafood Restaurant
4	Amsterdam	Hotel	Bar	Coffee Shop	French Restaurant	Theater	Breakfast Spot	Cocktail Bar	Café	Restaurant	Yoga Studio
5	Ankara	Farm	Breakfast Spot	Restaurant	Pool	Garden	Racetrack	Botanical Garden	Rest Area	Kebab Restaurant	Meyhane

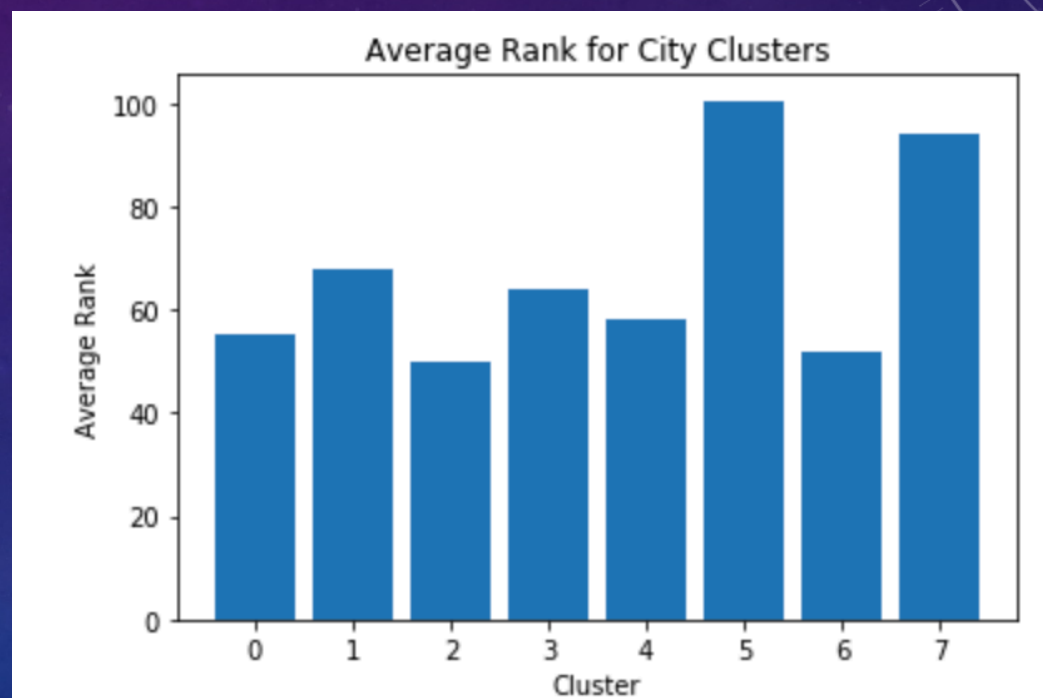
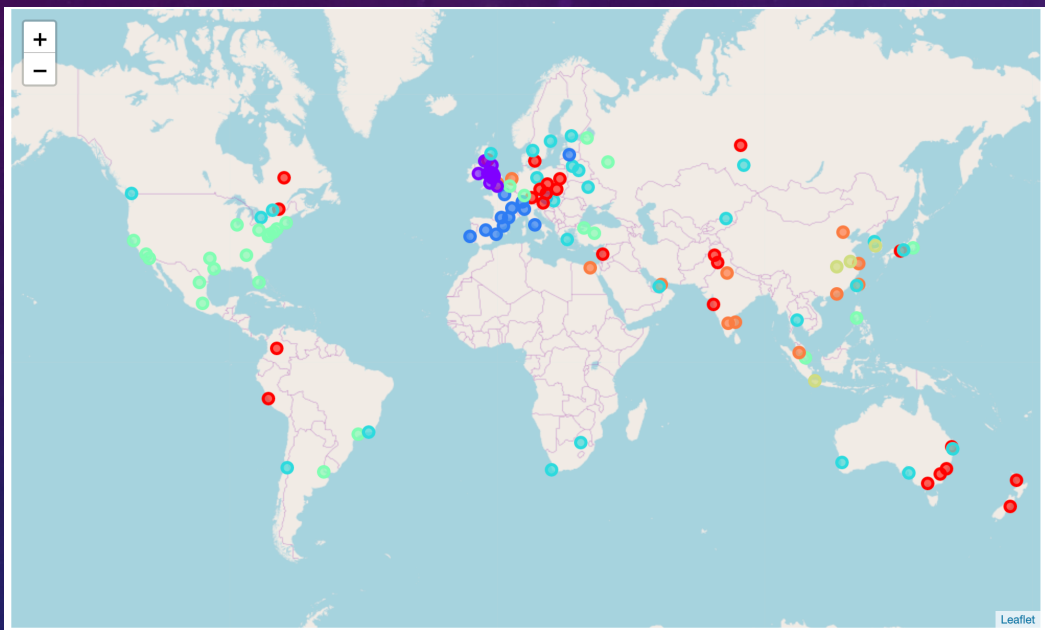
	rank	city	country	address	lat	lon
0	1	London	United Kingdom	London, United Kingdom	51.507322	-0.127647
1	2	Tokyo	Japan	Tokyo, Japan	35.682839	139.759455
2	3	Melbourne	Australia	Melbourne, Australia	-37.814218	144.963161
3	4	Munich	Germany	Munich, Germany	48.137108	11.575382
4	5	Berlin	Germany	Berlin, Germany	52.517037	13.388860
5	6	Montreal	Canada	Montreal, Canada	45.497216	-73.610364
6	7	Paris	France	Paris, France	48.856697	2.351462
7	8	Zurich	Switzerland	Zurich, Switzerland	47.372394	8.542333
8	9	Sydney	Australia	Sydney, Australia	-33.854816	151.216454
9	10	Hong Kong	Hong Kong	Hong Kong, Hong Kong	22.279328	114.162813
10	10	Seoul	South Korea	Seoul, South Korea	37.564983	126.939211



# EXPLORATORY ANALYSIS



# RESULTS





# CONCLUSION AND INSIGHTS

- Clusters 2 and 6 have the lowest average rank in the **QS Ranking**; this clusters correspond to Western European and Asian Cities.
- Cluster 2 has **Hotels and Plazas** the most around their inner 10km radius.
- The most common venues in cities within cluster 6 are **Hotels**.
- Cluster 0 has cities from **South America, Eastern Europe and Oceania**, making it the most diverse group where **Cafés** are the most common venues in their inner cities.
- Cluster 1 are mostly **British cities** and unsurprisingly the most common venues are **Pubs**.
- Cluster 3 have **Coffee Shops** as their most common venues and are cities located from **Canada** all the way across to **Australia**.