



Moving to Basel

# BASEL, Switzerland

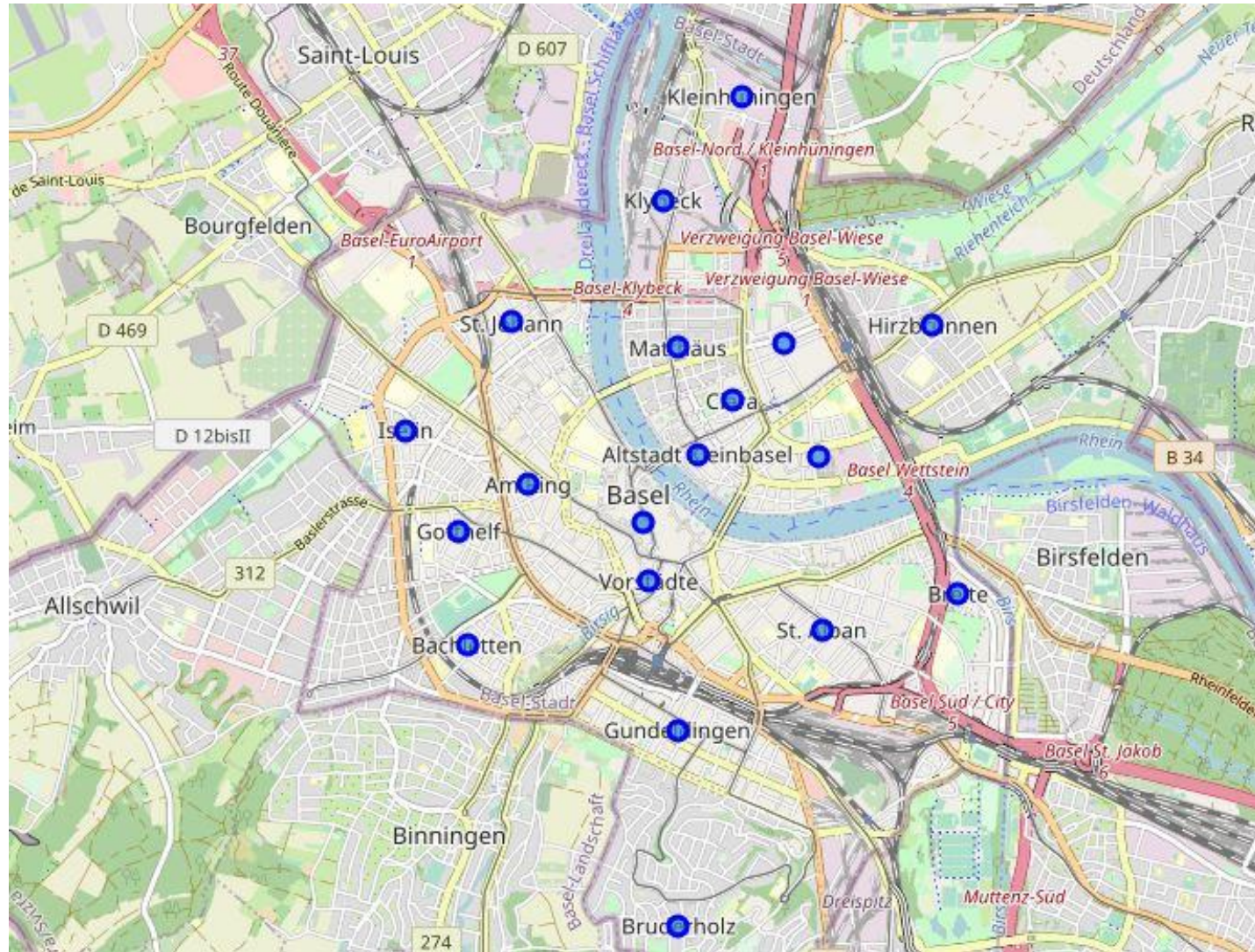
- Small European city
  - population < 200,000 people
  - 19 neighbourhoods (also known as quartiers)
  - plenty of public transport

Due to current COVID-19 and home-office situation, restrictions to movement may apply.

- Best place to move?



# Basel Quartieres



# Basel Venues

- Provided:
  - Names of quartiers
  - Geospatial data of quartiers

Using Foursquare API we collect information about venues in each quartiere.

There are 553 venues in 116 unique categories.

-----Altstadt Grossbasel-----

---Number of venues: 69.

	Type of venue	Frequency
0	Bar	0.09
1	Café	0.07
2	Swiss Restaurant	0.06
3	Hotel	0.06
4	Plaza	0.06

-----Altstadt Kleinbasel-----

---Number of venues: 73.

	Type of venue	Frequency
0	Hotel	0.12
1	Bar	0.08
2	Italian Restaurant	0.07
3	Restaurant	0.05
4	Swiss Restaurant	0.05

-----Am Ring-----

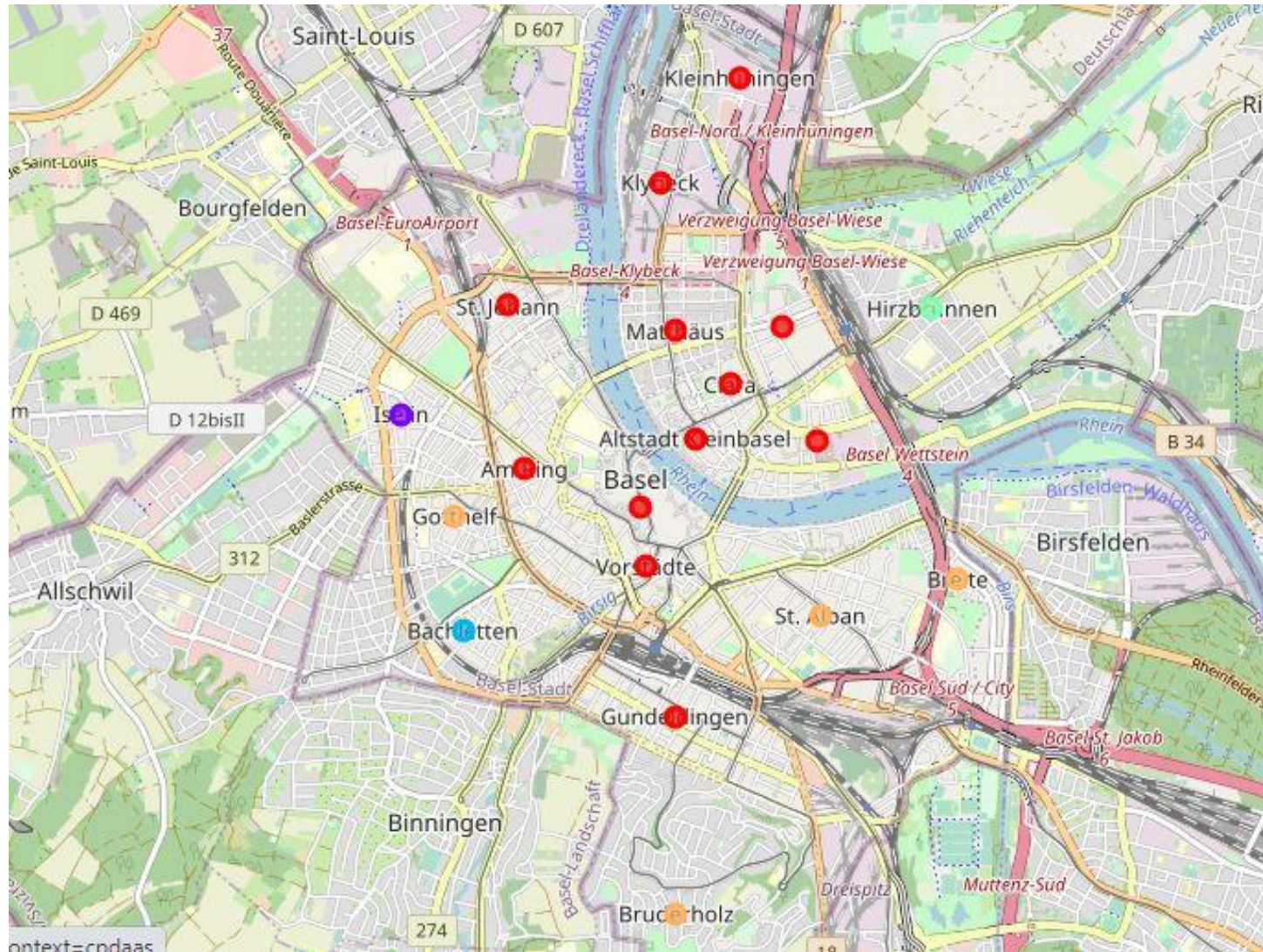
---Number of venues: 21.

	Type of venue	Frequency
0	Italian Restaurant	0.14
1	Tram Station	0.10
2	Hotel	0.10
3	Gym / Fitness Center	0.05
4	Historic Site	0.05

- We generate the list of Top-5 venues for each Quartiere.
- Based on this information we cluster Quartieres using K-Means algorithm.



# Clustered Basel



# Cluster Analysis

- Red Cluster
  - Multiple venues
    - Hotels
    - Restaurants
    - Shops
- Purple Cluster
  - 6 venues
    - Public transport
- Blue Cluster
  - 6 venues
    - Entertainment
- Light Blue Cluster
  - 6 venues
    - Indoor activities
    - Shops
- Brown Cluster
  - Multiple venues
    - Shops
    - Parks
    - Restaurants
    - Public transport

# Recommendations

- Red Cluster is populated and has everything
- Brown Cluster is more residential and green
- Taking into account COVID-19 conditions:
  - Brown cluster seems to tick the right boxes.