

# Analyzing the best places to open B&B in Chartres (France)



# Introduction

- Ursula Pezeu wants to open a B&B in Chartres
- Chartres is a touristic city
- She wants to know the features of the Neighborhoods
- We define the features of interests
- We segment Chartres by Neighborhoods
- We classify the Neighborhoods according to the selected features

# Objective

- We need to find the best place in Chartres to open a B&B
- The ideal place would be a cheap area with a lot of touristic activities around
- Obviously a Tradeoff will have to be found between price and attractivity

# Data presentation

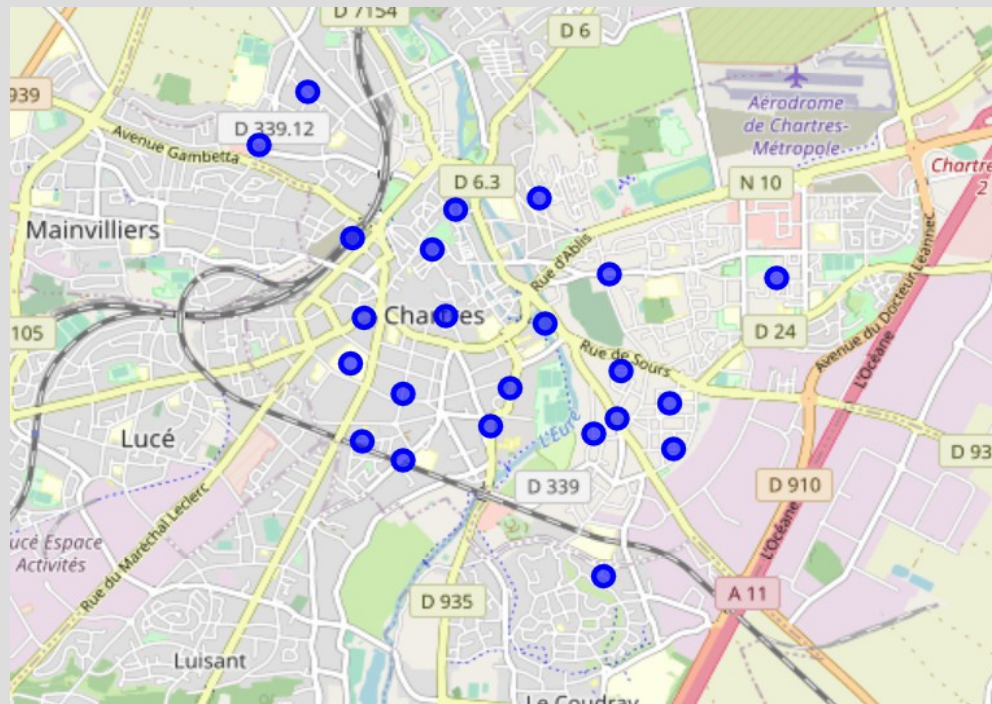
- Features and location of Neighborhoods in Chartres

	Quartier	nbMaison	nbHabitants	nbLocataires	nbProprietaires	latitude	longitude
0	Centre-Ville	3677	6231	2250	1359	48.042346	-1.706558
1	Hotel Dieu	2107	4062	1246	1039	48.440960	1.480725
2	Grand faubourg	2107	4062	1246	1039	48.443634	1.482033
3	Hotel de Ville	1933	2968	1235	574	48.443801	1.489084
4	Saint-pierre	1933	2968	1235	574	48.448406	1.480907
5	Cathedrale	1426	2131	737	511	48.447812	1.487910



# Data Analysis

- Location of Neighborhoods in Chartres



# Data Categorization

- Categorization of the venues

	Neighborhood	Neighborhood Latitude	Neighborhood Longitude	Venue	Venue Latitude	Venue Longitude	Venue Category
0	Centre-Ville	48.042346	-1.706558	Ozan Kebab	48.041819	-1.706296	Kebab Restaurant
1	Centre-Ville	48.042346	-1.706558	optique de la marionnaï	48.041942	-1.705520	Optical Shop
2	Centre-Ville	48.042346	-1.706558	Les Blés d'Or	48.041984	-1.702462	French Restaurant
3	Hotel Dieu	48.440960	1.480725	Best Western Le Grand Monarque Hotel Chartres	48.444390	1.482929	Hotel
4	Hotel Dieu	48.440960	1.480725	Théâtre de Chartres	48.442809	1.485891	Theater
5	Hotel Dieu	48.440960	1.480725	La Cour	48.444353	1.482920	Brasserie
6	Hotel Dieu	48.440960	1.480725	Place des Épars	48.444234	1.483841	Plaza
7	Hotel Dieu	48.440960	1.480725	Subway	48.444429	1.484396	Sandwich Place
8	Hotel Dieu	48.440960	1.480725	Point Fort Fichet B . S . C Concessionnaire Br...	48.441940	1.476158	Miscellaneous Shop

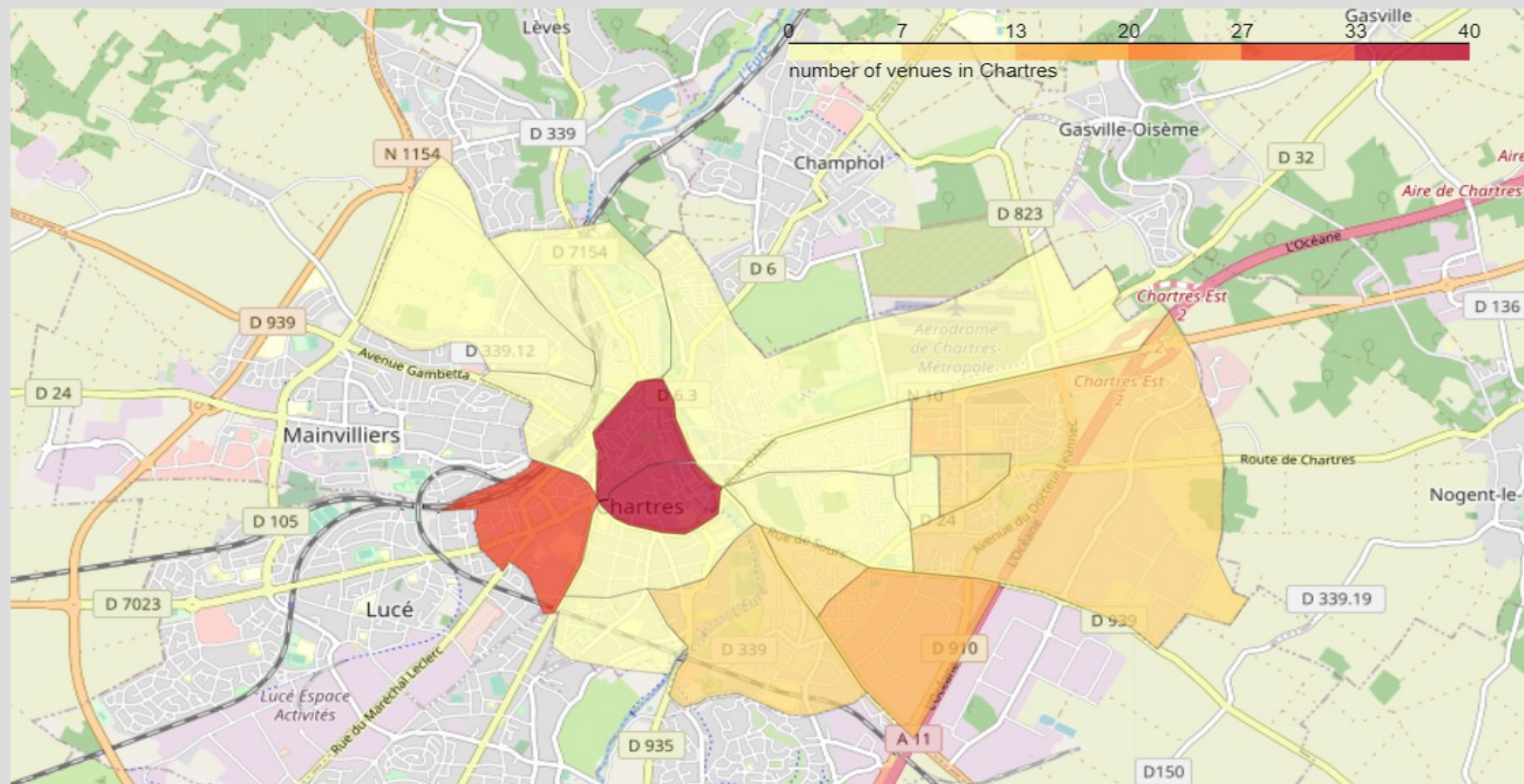
# Feature extraction

- Categorization of the venues

Count	
Neighborhood	
Bas Bourgs	5
Bas Menus	1
Beaulieu	5
Cathedrale	28
Centre-Ville	3
Chanzy	4
Clos Brette	3
Comtesses	1
Coteau d'Aboville	4
Croix Bonnard	2
Grand faubourg	18

# Data Interpretation

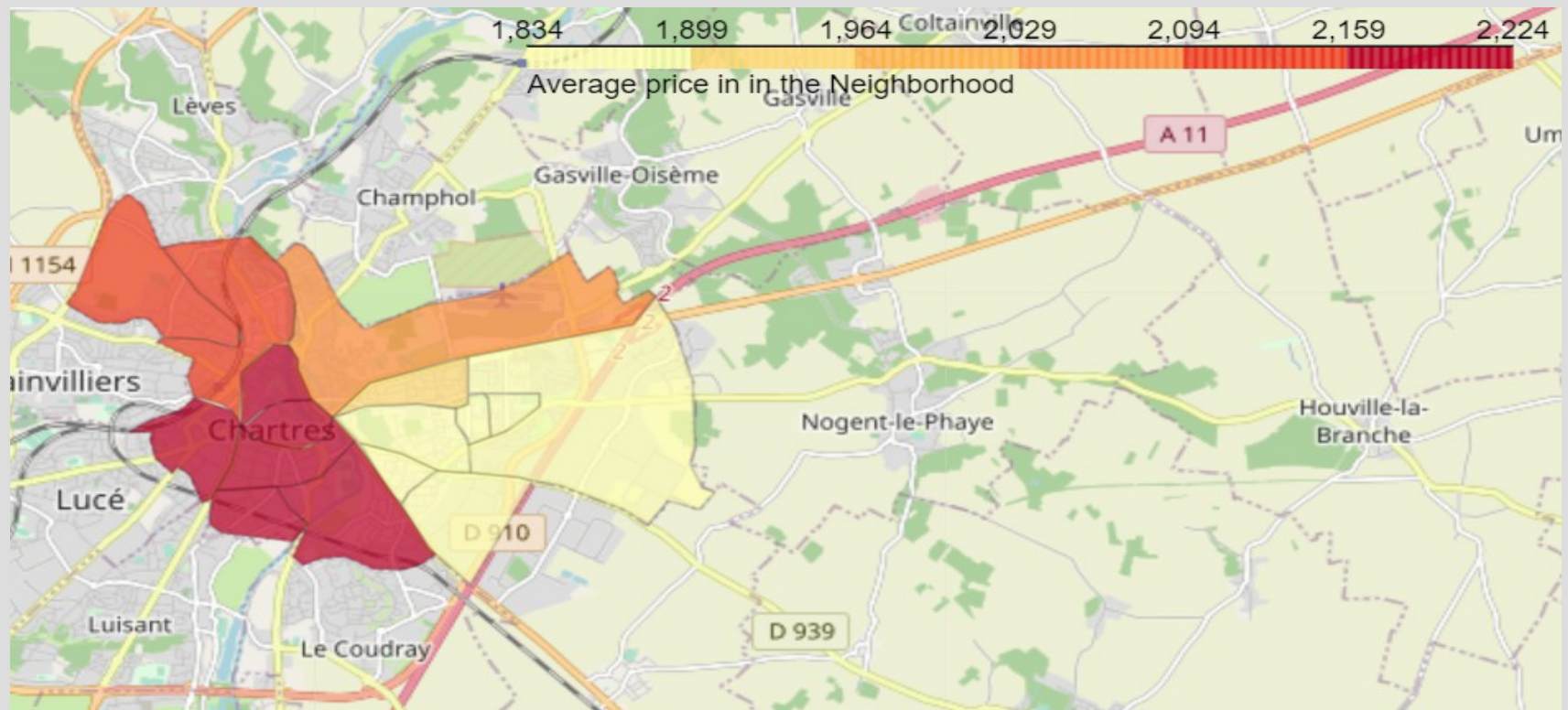
- Segmentation of Neighborhoods per number of venues





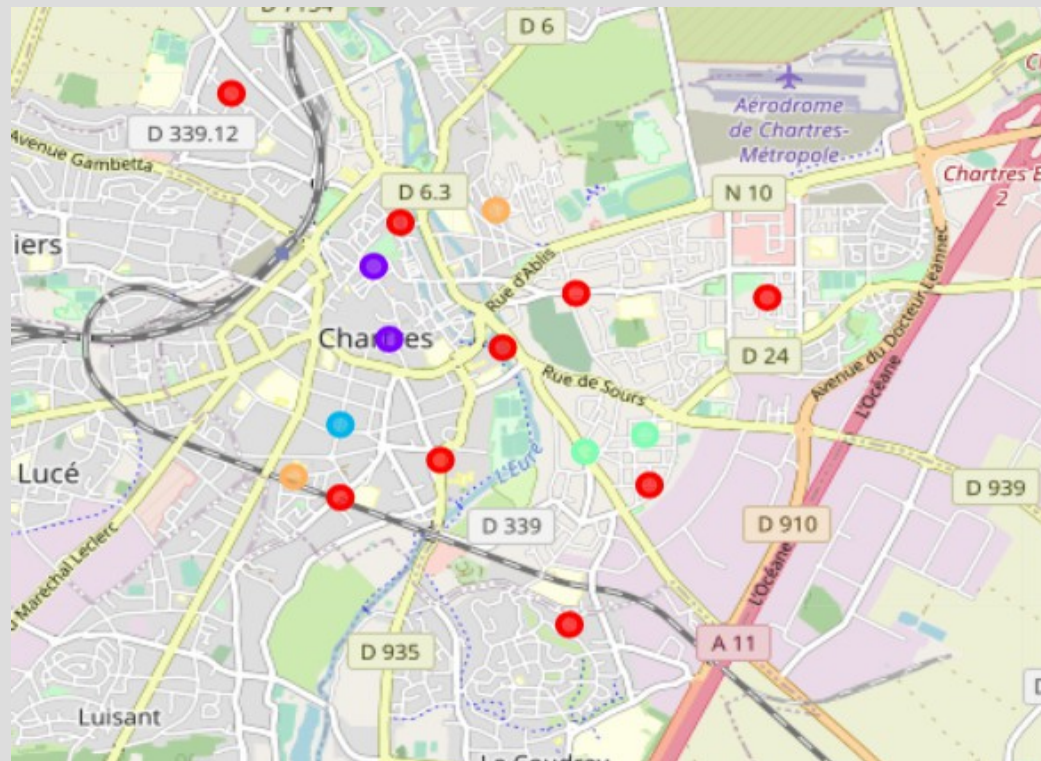
# Data Interpretation

- Segmentation of Neighborhoods by price



# Neighborhoods segmentation

- Segmentation of the Neighborhoods by similarities found by kmeans



# Conclusion

- The most touristic Neighborhoods are « Cathedrale » and « Hotel de Ville »
- The cheapest neighborhoods are « Hauts de Chartres » and « Madeleine Proust »
- The best tradoff between touristic and price are Baulieu, Clos and Brette.