Where to go if you visit ISSY-LES-MOULINEAUX city?

1. <u>Introduction/Business Problem</u>

1.1 Problem description:

Business men usually stay in non-attractive places: far from touristic areas, and usually in nearby towns. Reasons are related to business: customer/suppliers are usually located here, but also related to cost: Company proposes low cost hotels.

For diner and at night, where should he go?

Questions we need to answer here are:
- Is Foursquare enough for helping all travelers? (or Is foursquare only related to touristic places?)
- Where are the attractive venues in cities, when Foursquare is not enough?'

1.2 Data description:

There will be 2 datasets used for this study:
- Foursquare: A free dataset, where we can find a list of existing places, and their GPS location
- https://data.iledefrance.fr: A free dataset provided by the French government, with many details regarding venues.

2. <u>Data usage</u>

2.1 Confirm Data Governance

Are we allowed to use all available open data? Do we have confirmations to get before?

2.2 Compare Data

The main difference between the two is:
- Foursquare contains advices from users, but might not be complete
- City's open-data includes all venues, but has no advices from customers

Questions are:
- Is Foursquare representative enough of the city? Do we have enough data?
- Can we combine databases? to have a complete view of existing venues, with advices?

2.3 AI

By using the relevant data, can we make a cluster of good places to go?
To do this, we need to use a KNN algorithm: The Nearest Neighbor will give us the bests places.

3. <u>Conclusion</u>