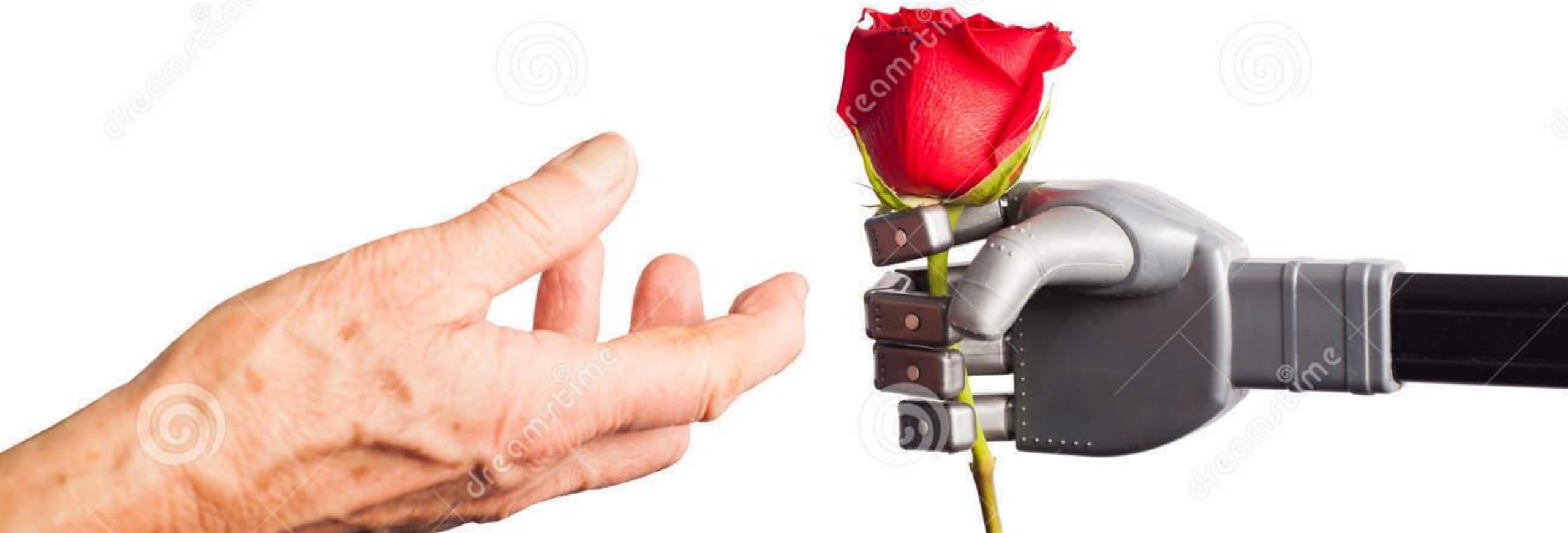


# Salvation of a Rose salesman

Parisian Rose seller: Read on for an depth analysis of where to go tonight to ply your trade.



# This could be you:

To find the best areas to sell Roses on the street we present a finely grained analysis of Paris and where to be successful selling roses.

✓ Show this data on a map of Paris so you can plan your route!

✓ Find locations which offer similar night life options so you can optimise the goods and strategies you employ!



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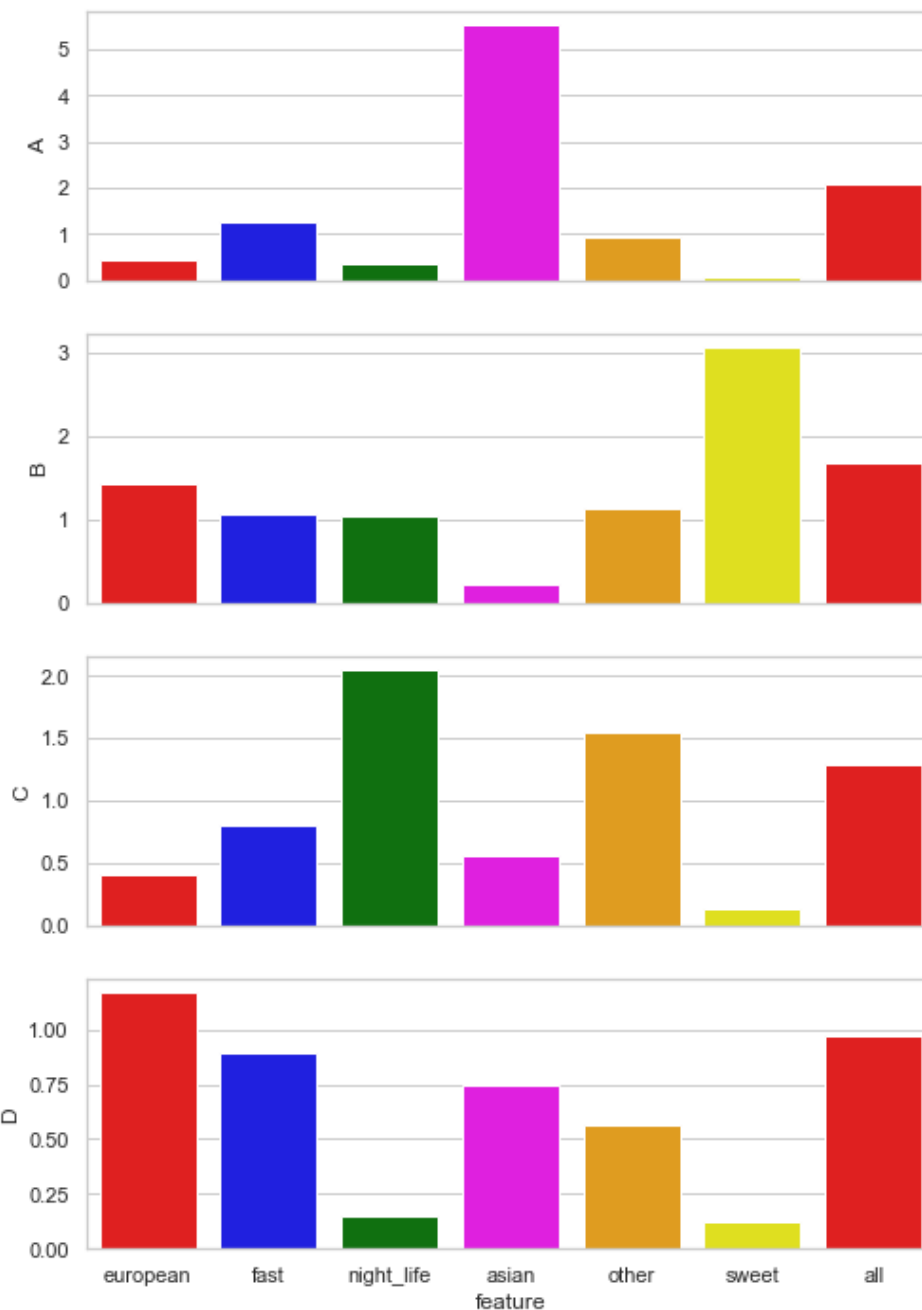
The darker an area is marked to more venues there are. The highlighted areas show a high density of venues. This is where you are going to find most customers. Notice how the hue changes according to which type of venues you tend to find. We will use this to our advantage to maximise our effect!



# 4 types of areas:

Our statistical analysis shows that there are four areas which have many venues. Here we see how the proportions of each type of venue is represented in each category.

- Here we find many Asian restaurants. You can adopt your sales pitch to fit into the atmosphere.
- In this category we find many places selling sweet goods. These are typically not restaurants, so selling here will be better during the day than at night. Also, probably there are families with kids around. Bring our friend with the knotted balloon animals.
- These areas have many clubs, bars and other night life venues. Many target people looking for some entertainment, do you know a card trick?
- These areas have a mix of restaurants. Here you are most likely to find couples which will buy your roses.

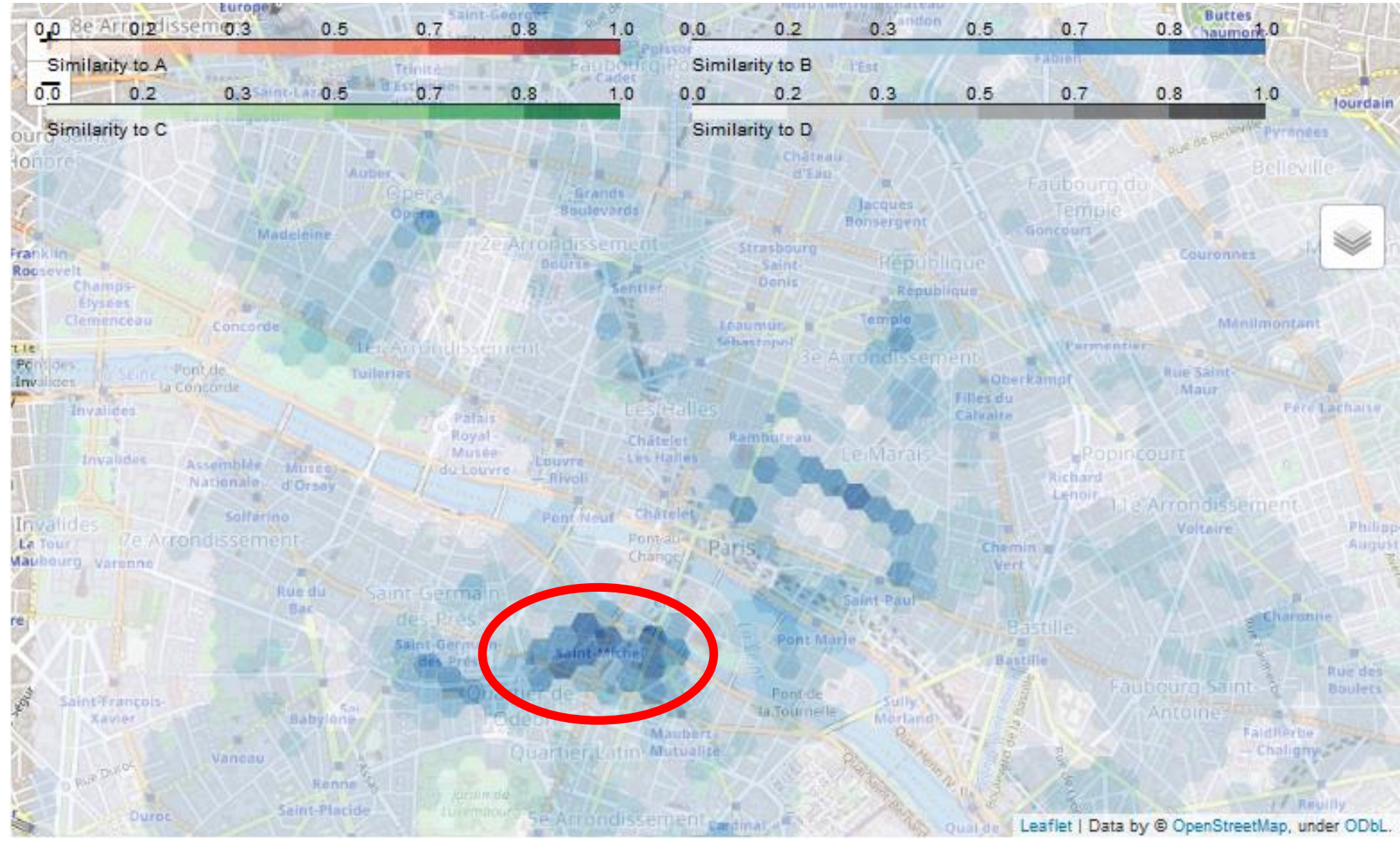






# Plan your work: The sweets

**Afternoon:**  
Go to the area  
around Saint Michel  
and the Odeon (many  
sweet stores) to catch  
customers after their  
refreshments.  
(similar to B)

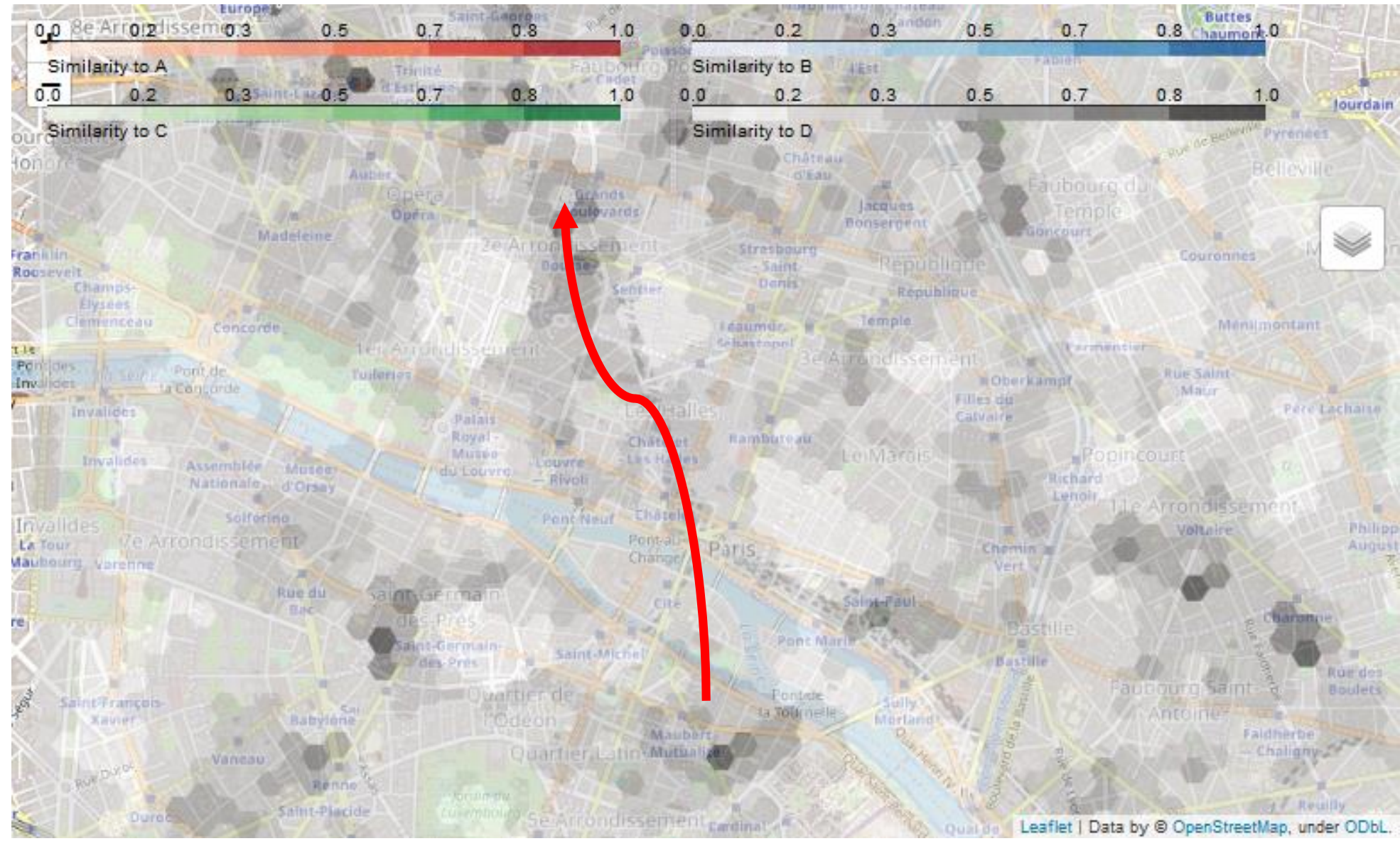






# Plan your work: The restaurants

**Evening:**  
Start working your way across the Seine to Les Halles and the 2nd Arrondissement targeting restaurants. (Similar to D)

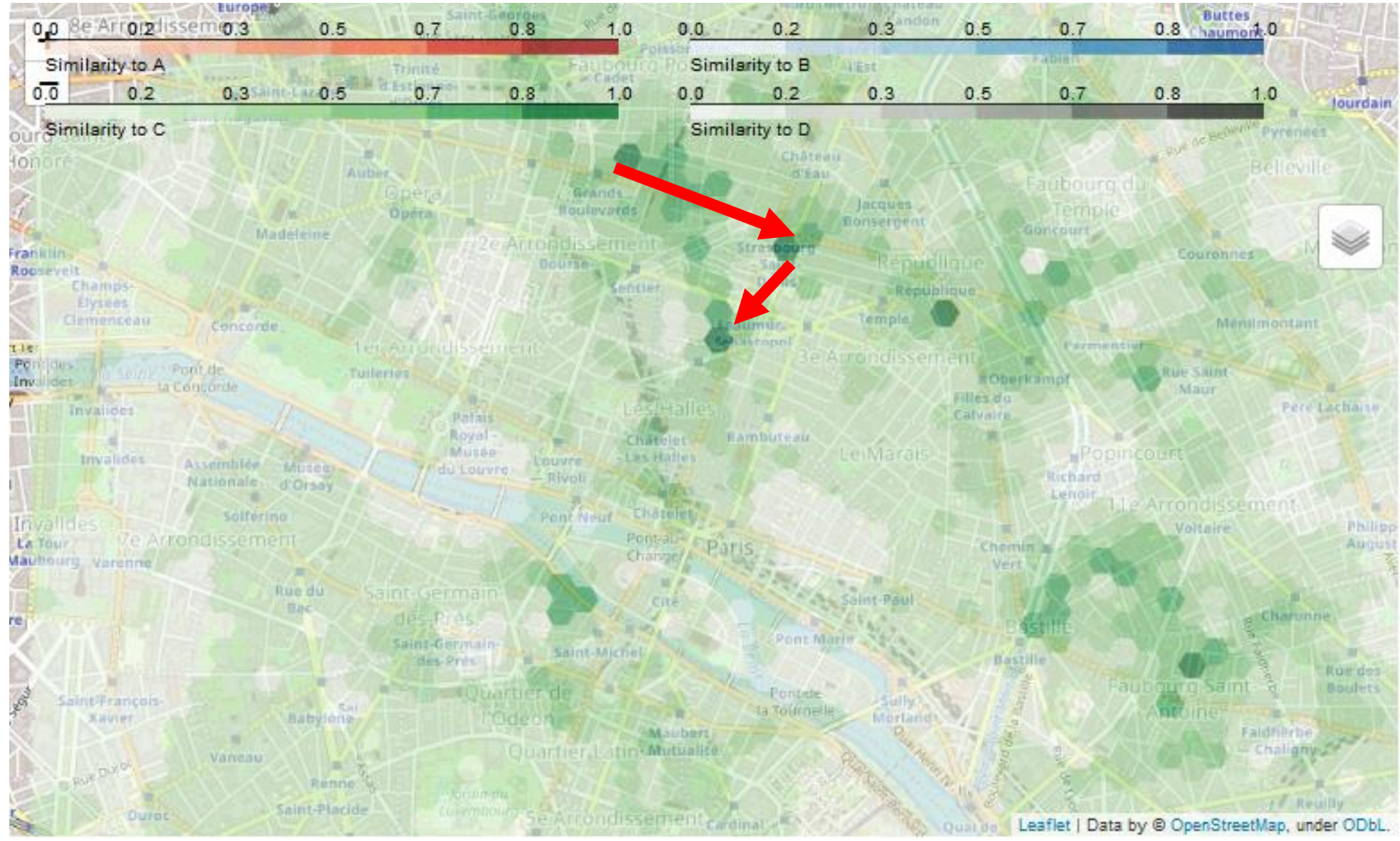






# Plan your work: The sweets

**Night:**  
Turn right to Grands  
Boulevards, Bonne  
Nouvelle, Strasbourg  
Saint-Dennis and  
Etienne Marcel to  
finish the night  
selling to customers  
visiting night life  
venues.  
(Similar to C)





**Follow a plan  
be prepared  
find your customers**

**PROFIT!**

