

The background of the slide features a light gray, sketchy illustration of the Paris skyline, with the Eiffel Tower as the central focus. Overlaid on this are thick, flowing ribbons in the colors of the French flag: red, white, and blue. One ribbon forms a circular loop on the left side, while others sweep across the bottom and left edges of the frame.

Recommending a location for a new business office in Paris

Introduction

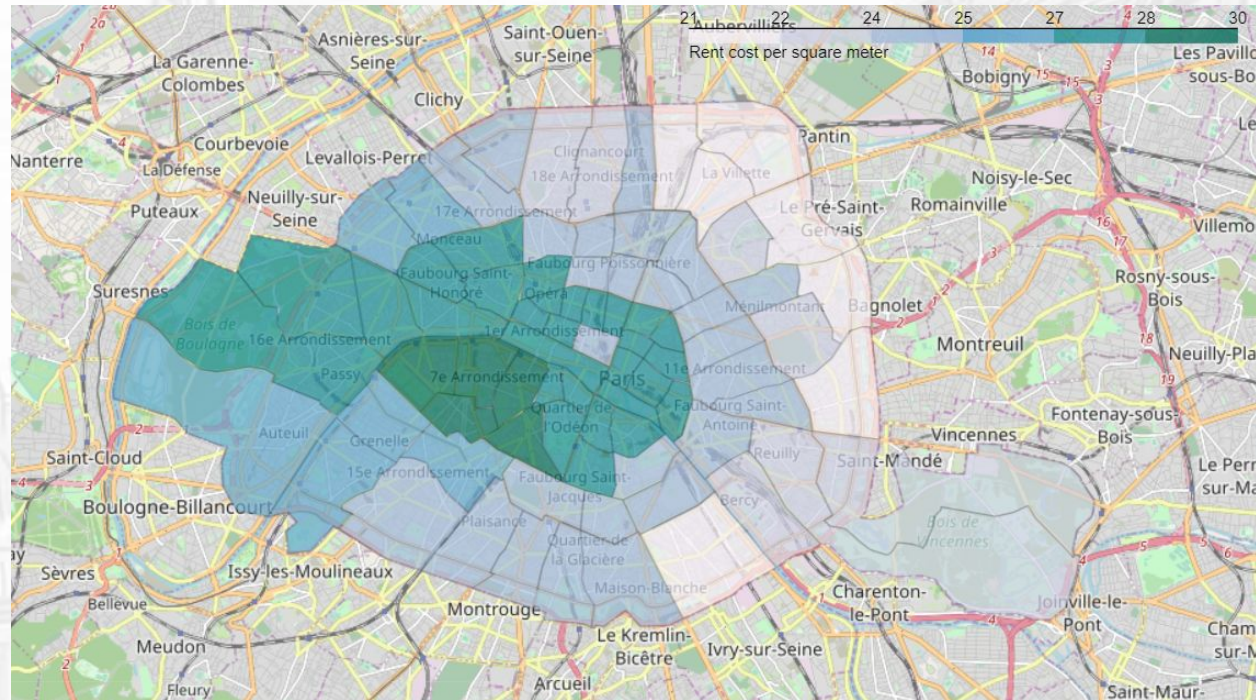
- Paris is a very active city
- Many entrepreneurs choose to locate their business in Paris
- They usually look for affordable offices that are easily accessible and close to venues like restaurants

Data

- Paris neighborhoods geolocation data
- Paris neighborhoods rent cost
- Paris metro stations geolocation data
- Paris nearby venues data

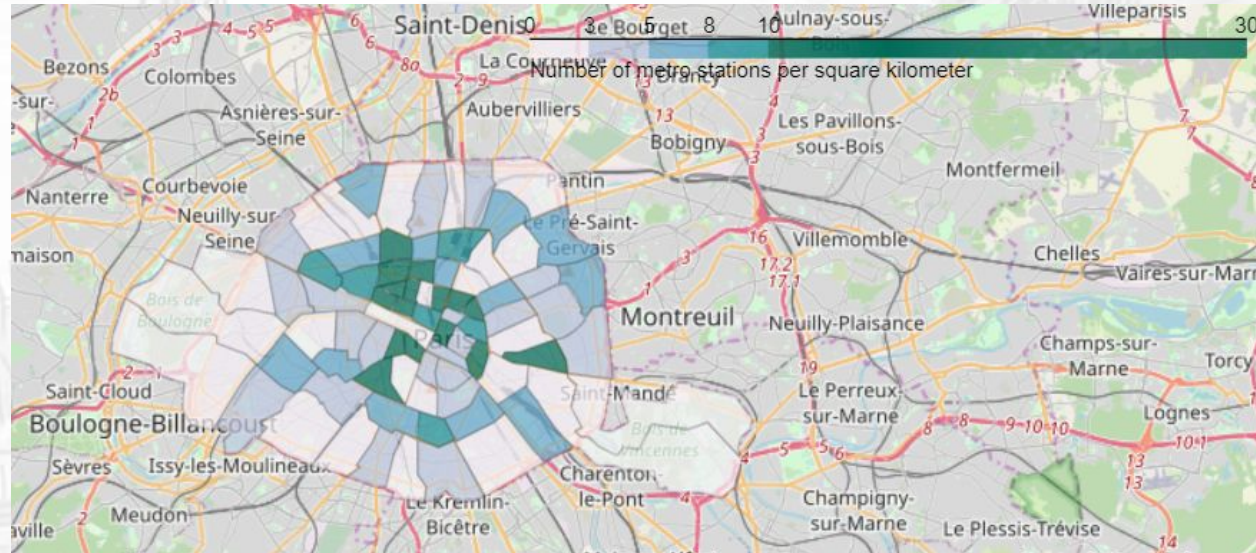
Rent cost

- Areas with medium to low rent are located north, east and south
- The center of the city and the west side are more expensive in terms of rent



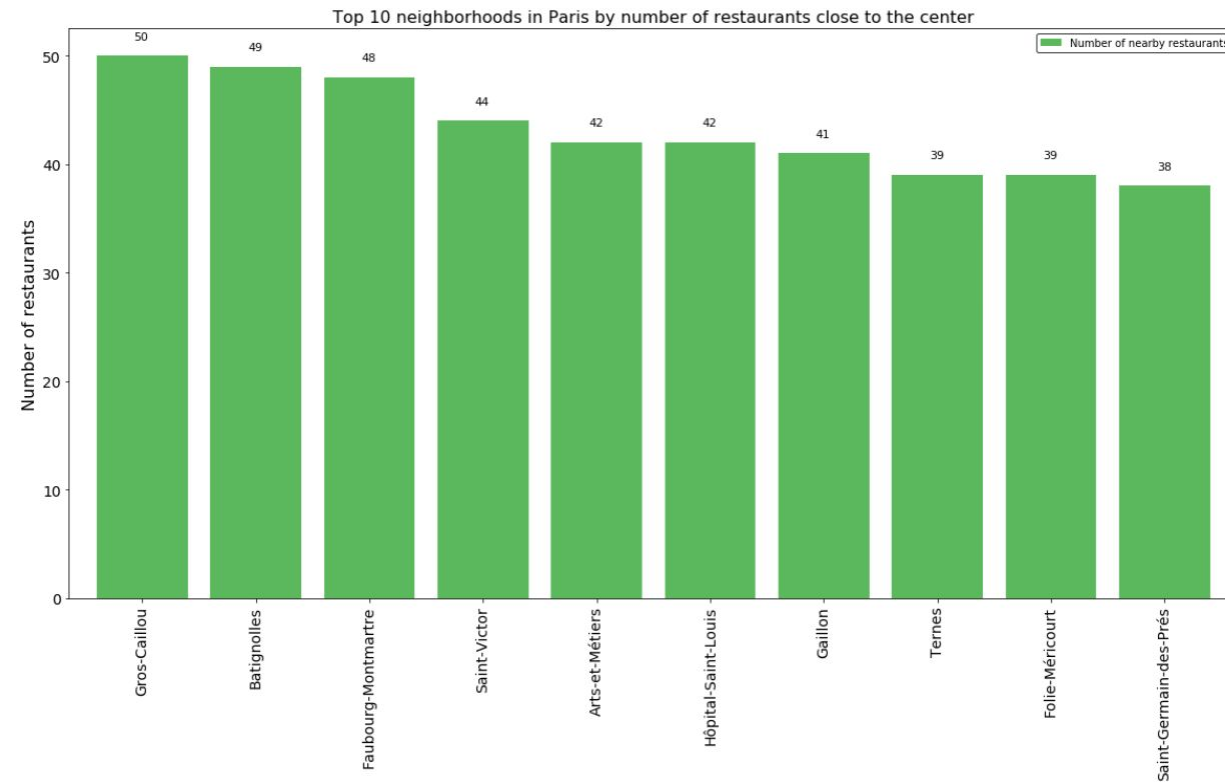
Metro locations Data

- No clear pattern of where neighborhoods with high metro density are located
- East, north east, and south east seems to be promising areas



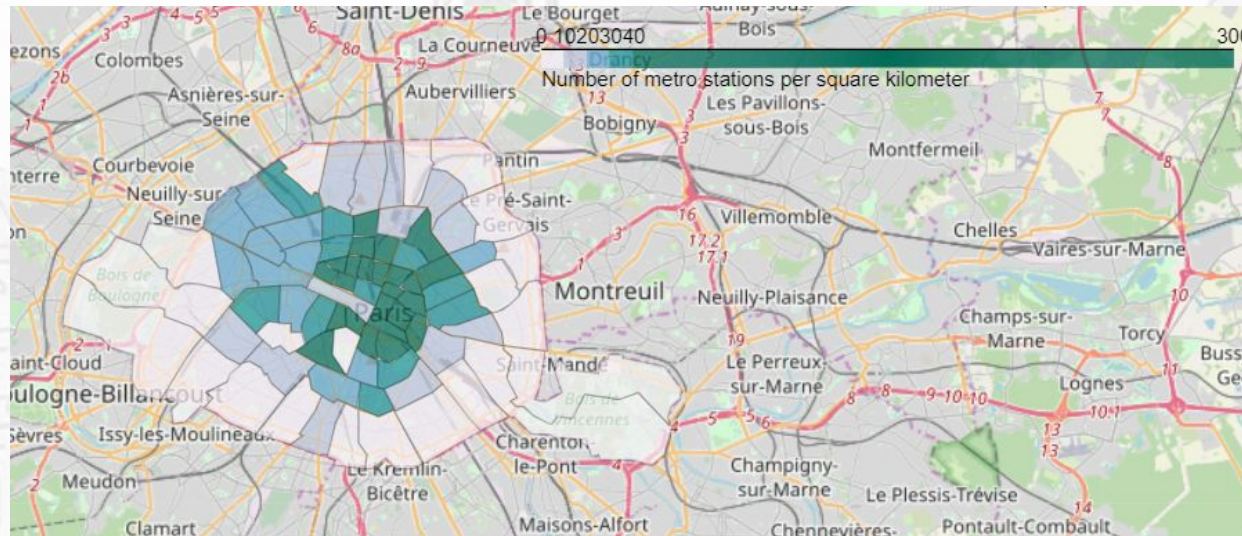
Nearby restaurants Data

Top ten neighborhoods in Paris by number of restaurants close to the center :



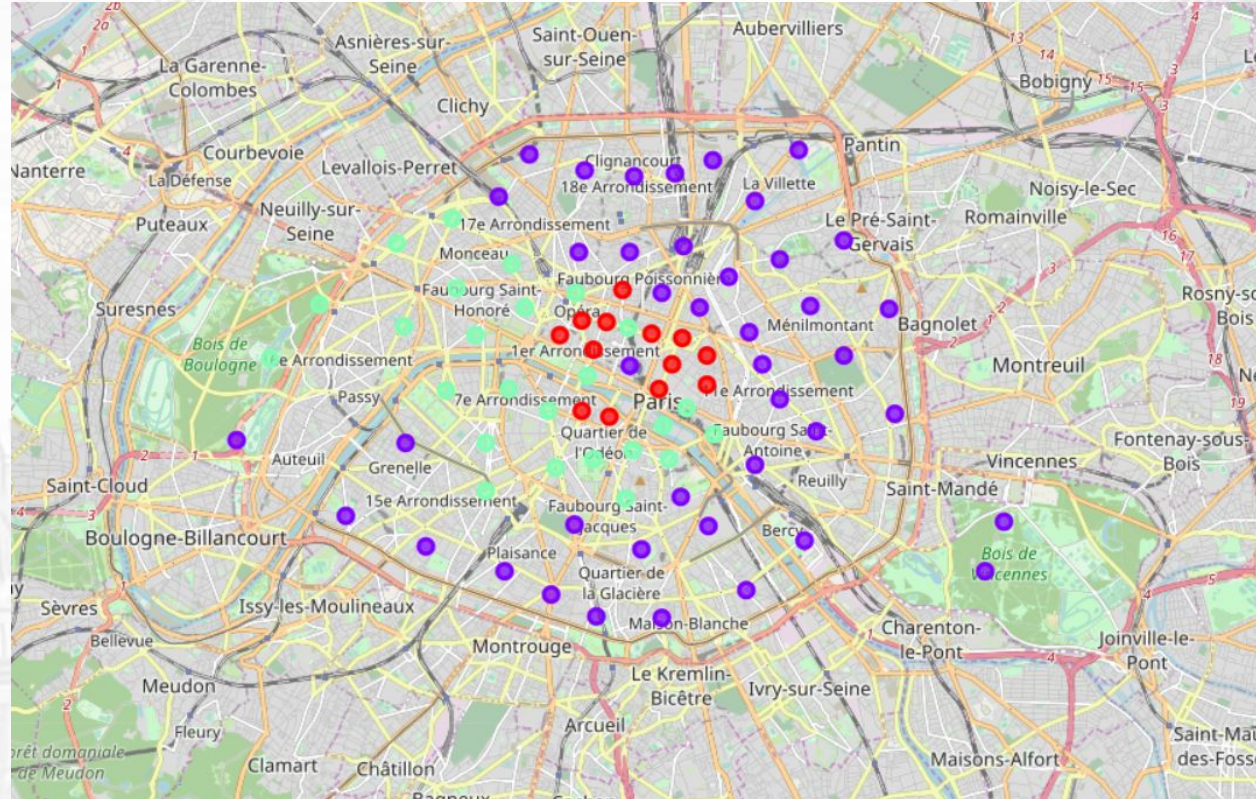
Nearby restaurants Data

Map of Paris neighborhoods
by density of nearby
restaurants :



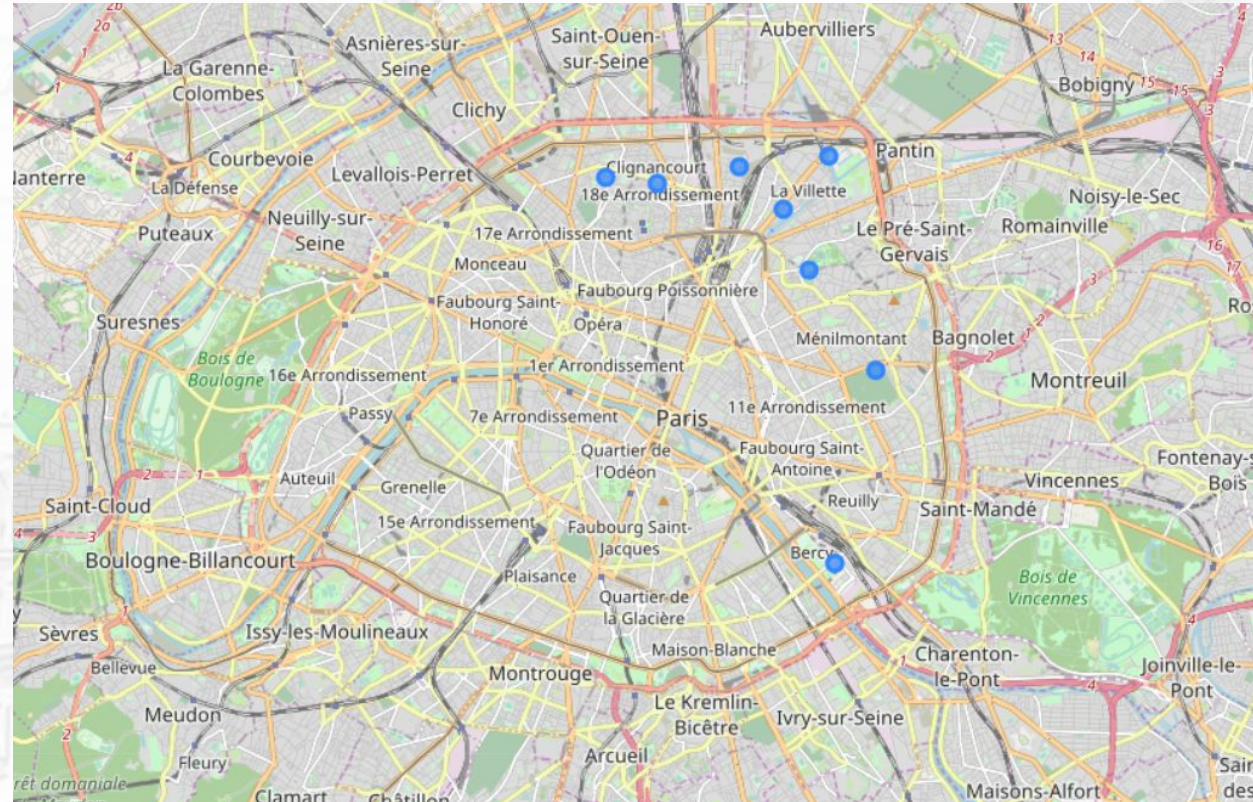
Clusters of neighborhoods

- Partitionning our data into 3 clusters
- Violet cluster meets our requirements (low rent, good accessibility, and good restaurant density)



Filtering cluster for best results

- 8 promising areas
- 7 neighborhoods on the north east side of the city
- 1 neighborhood on the south east side



Conclusion and future directions

- Found some areas that meet our requirements
- Identified promising areas are a good starting point
- Further study can include more criteria :

Location attractiveness, levels of noise, proximity to major roads ...