Recommending a location for a new business office in Paris
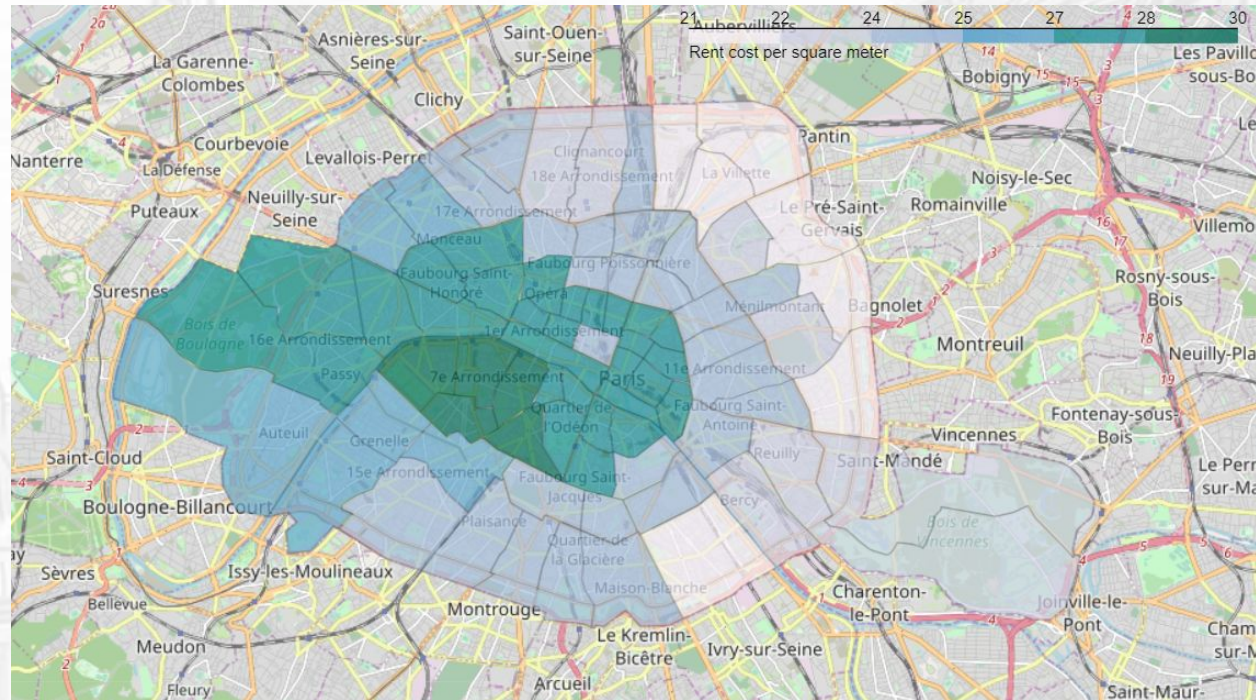
Introduction

- 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
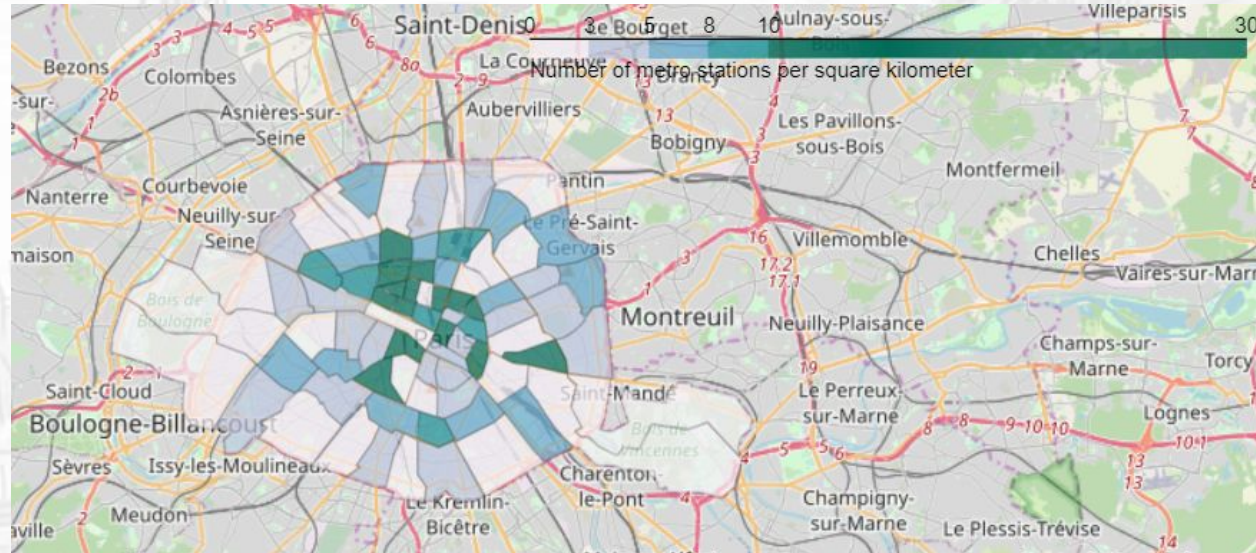
- Paris nearby venues data

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
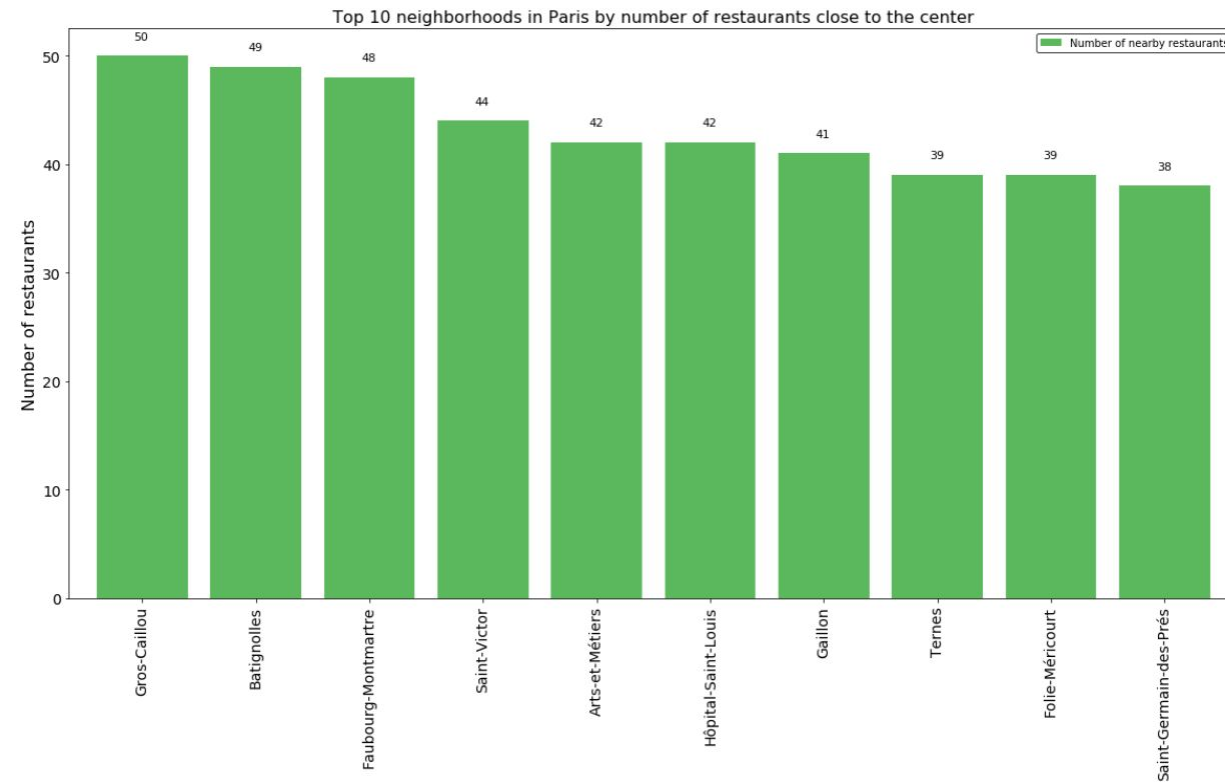
Metro locations Data

- No clear pattern of where neighborhoods with high metro density are located

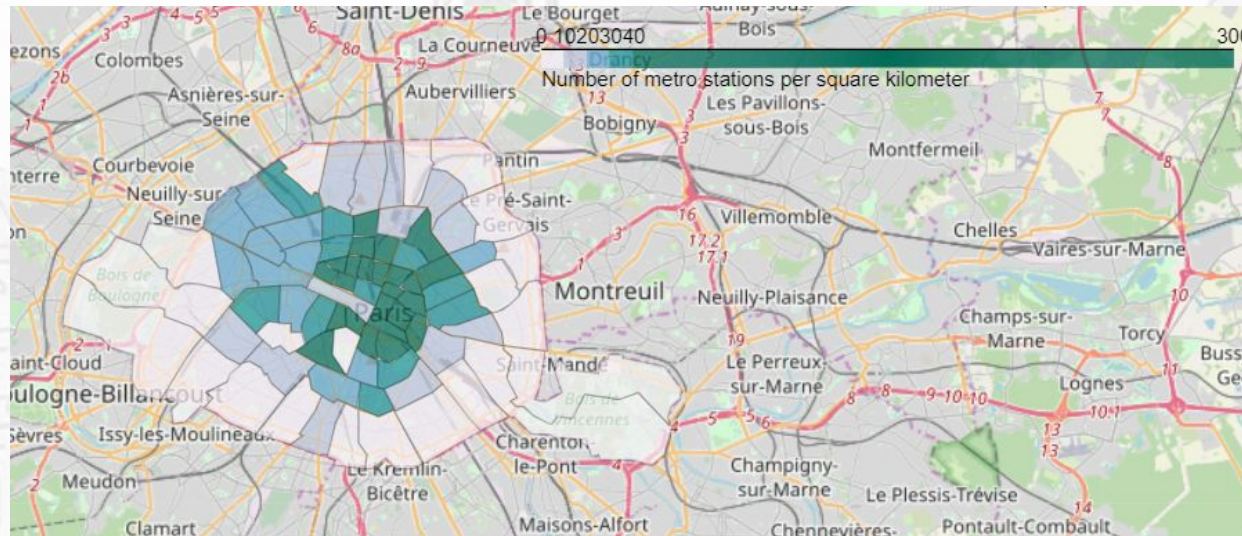- East, north east, and south east seems to be promising areas

Nearby restaurants Data

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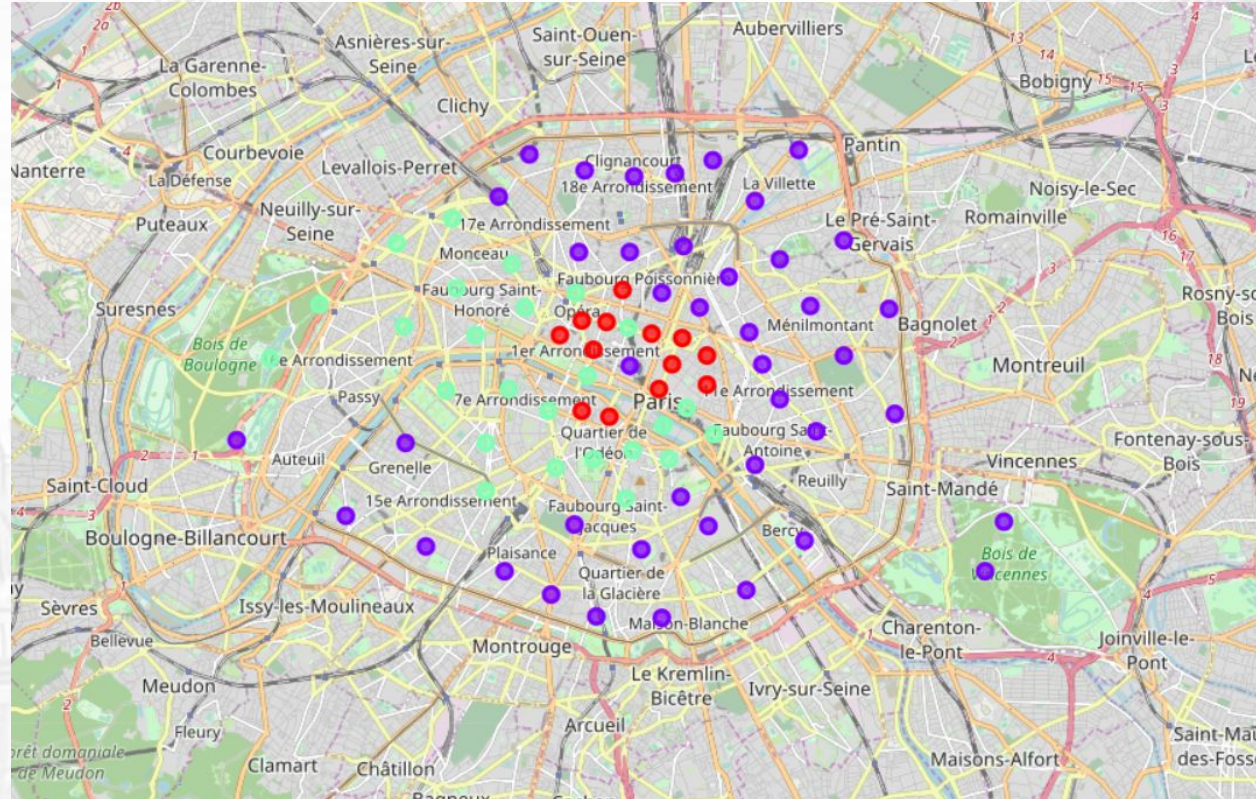
Nearby restaurants Data

Map of Paris neighborhoods
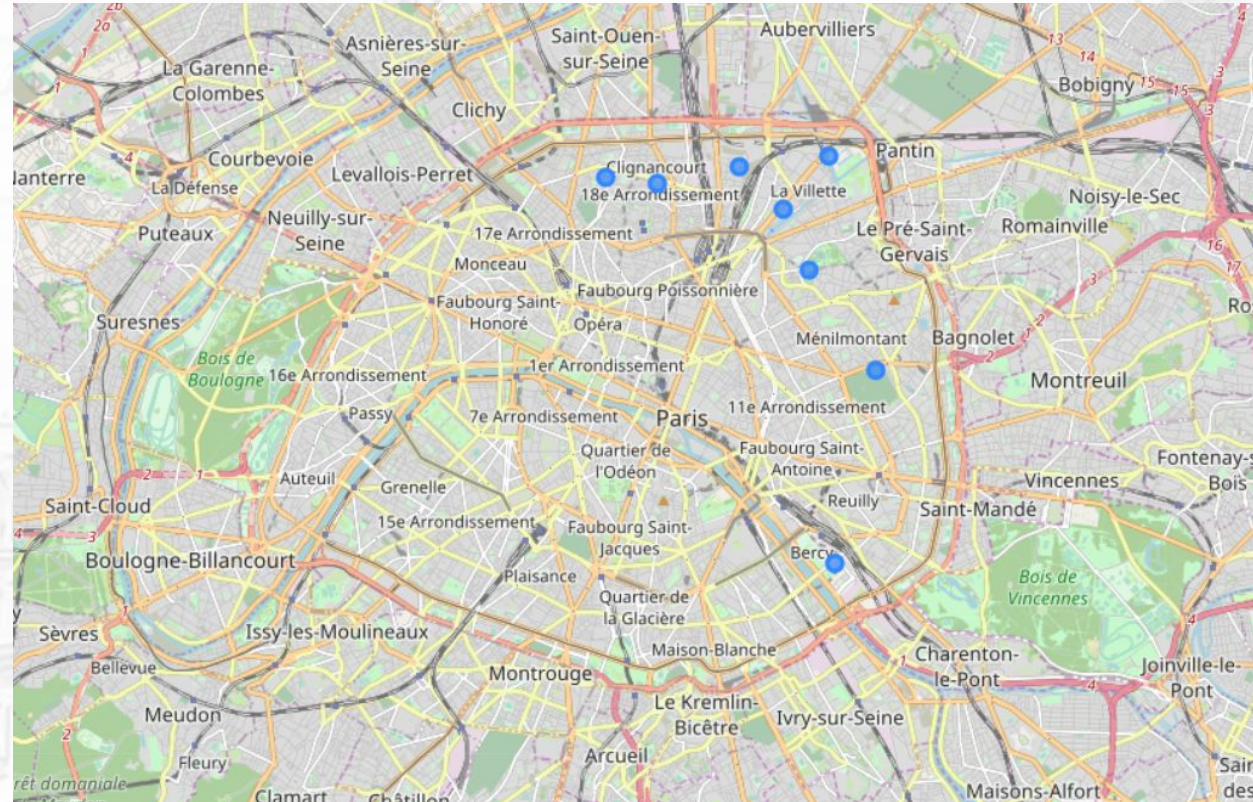by density of nearby
restaurants :

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 …