

Business Problem

Hypothetical business problem:

A French person who has been living in Japan for years noticed that there is an opportunity of introducing the business model of café-bookstores, a combination of coffee shop and bookstore , to the city center of Paris (1-9 arrondissement), as there are not many venues of the same kind in the city.

The assumption is that we can use unsupervised machine learning model to create clusters of arrondissements in Paris based on the frequency of each category of venues. Ideally, the café-bookstore should be in the cultural center of the city being close to similar spots such as bookstores, coffee shops, galleries, theatres, museums, and cinemas, etc.