A new Jazz Club in Paris

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Objectives

- As a huge Jazz fan, I would love to open a club in Paris.

- What are the area that would be best suited for our new Jazz club ?

Problem

- Some data might help us to determine the best place for our club : restaurants, bars, nightlife, etc.

- Meanwhile, we have to make sure that other jazz clubs are far from us, to avoir competitors.

- We need to find the right neighborhoods where people are most likely to go if they want to listen to jazz music.
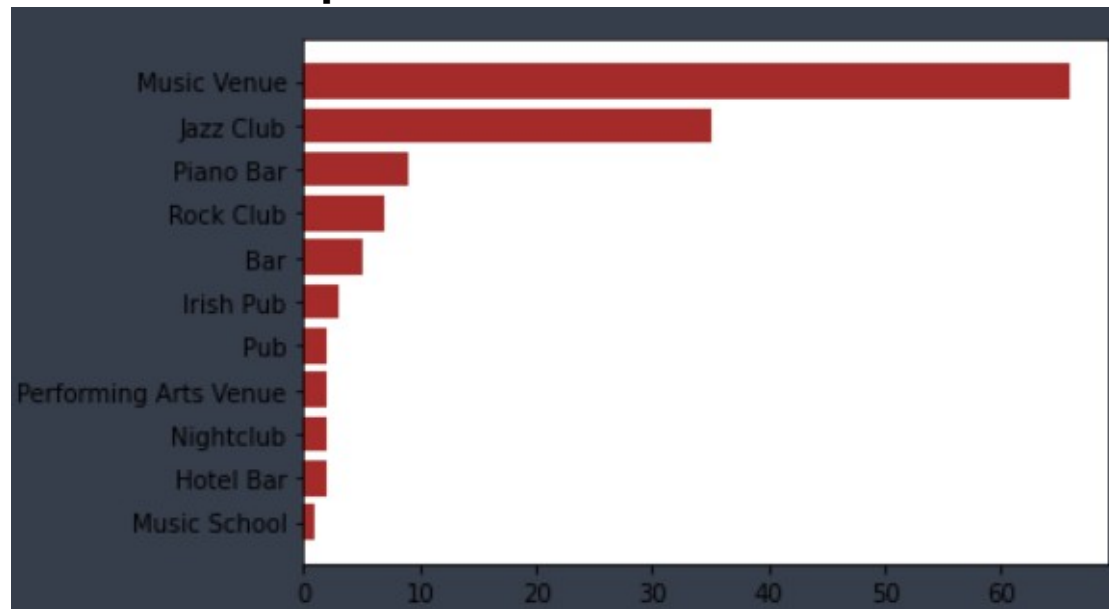
Data Sources

- **Foursquare API** : to retrieve location data, identify music venues and help us to group neighborhoods togeter.

- **Wikipedia article about Paris neighborhoods** : https://en.wikipedia.org/wiki/Quarters_of_Paris

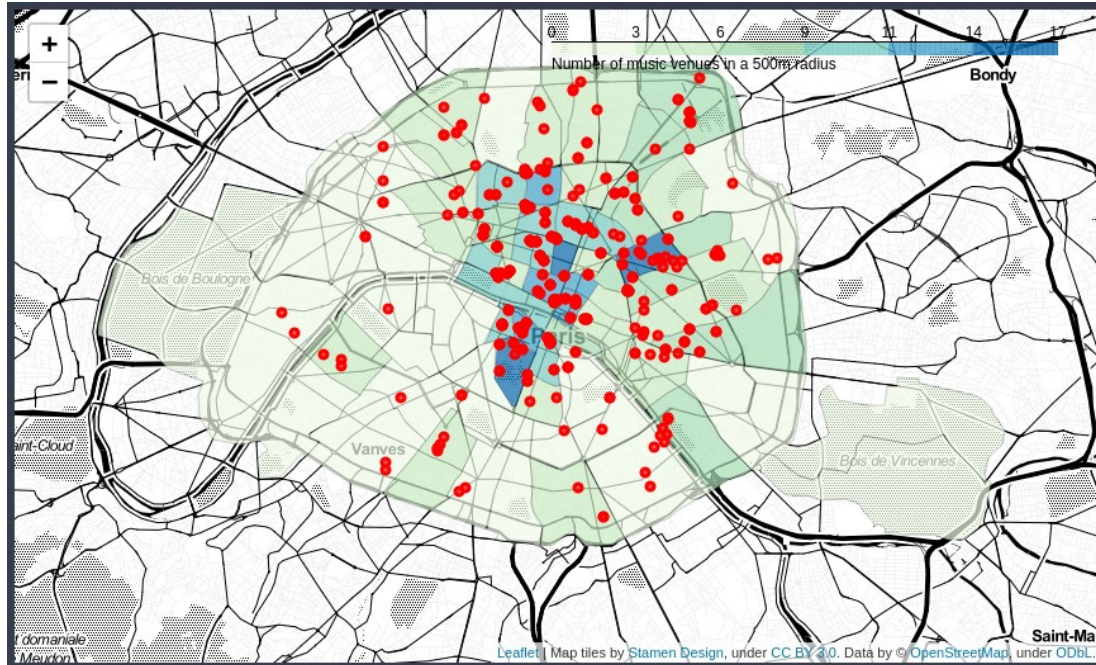- **GeoJSON file containing the shape of the « arrondissements »/« quartiers » of Paris** : https://france-geojson.gregoiredavid.fr/GeoJSON

Exploratory Data Analysis

- **Top 10 music :**

- **Most representative music venues in Top 10 :**

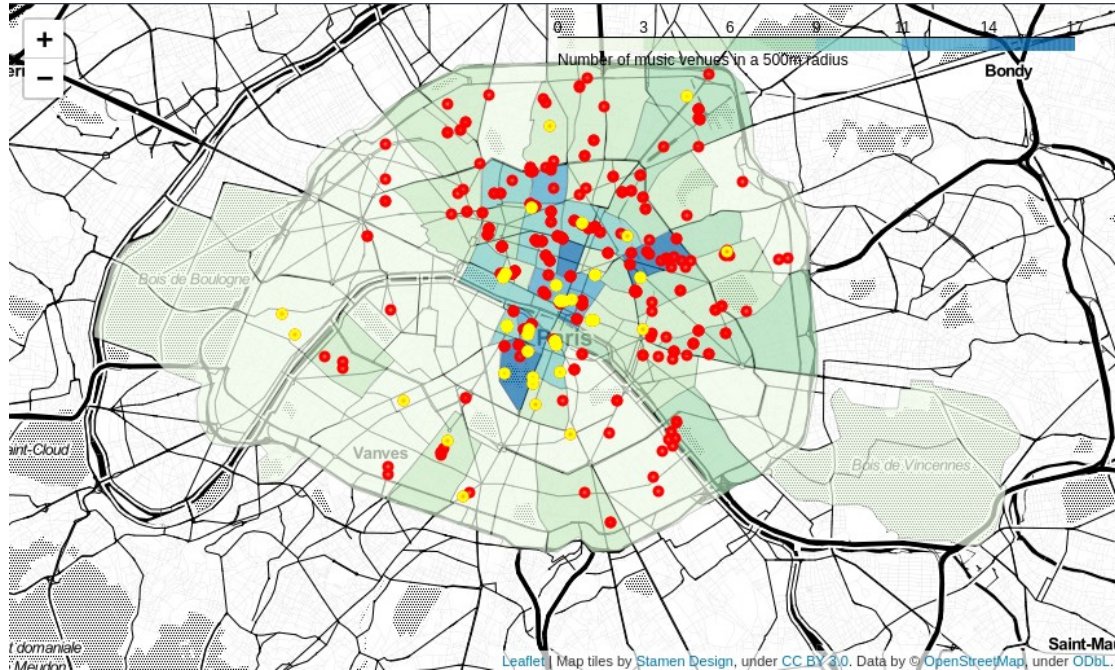|	Music Venue Count	INSEE_ID	Quartier Name_y
0	17.0	7510204	Bonne-Nouvelle
1	15.0	7510602	Odéon
2	15.0	7511101	Folie-Méricourt
3	14.0	7510102	Les Halles
4	14.0	7510601	Monnaie
5	13.0	7510401	Saint-Merri
6	12.0	7510304	Sainte-Avoye
7	12.0	7510904	Rochechouart
8	11.0	7510203	Mail
9	11.0	7511002	Porte-Saint-Denis

Exploratory Data Analysis
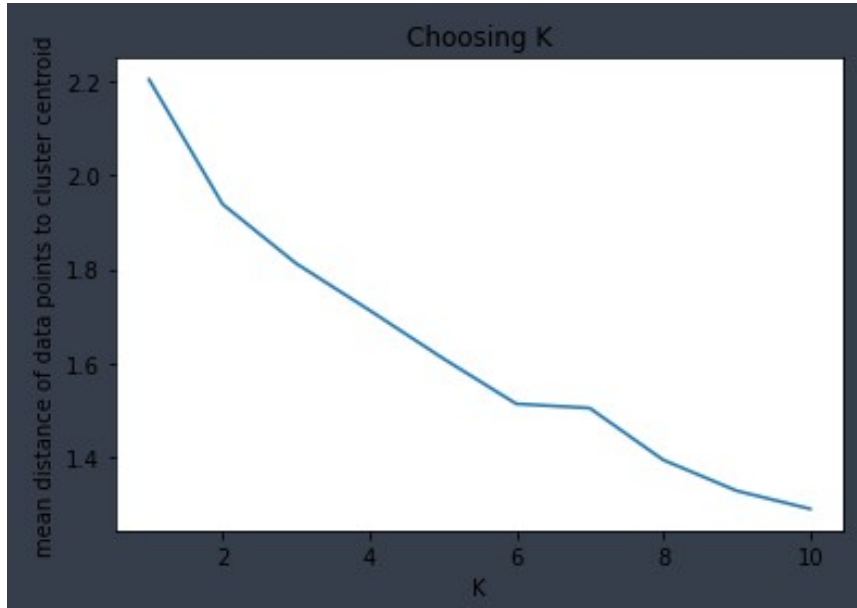
- Choropleth map of Music Venues

Exploratory Data Analysis

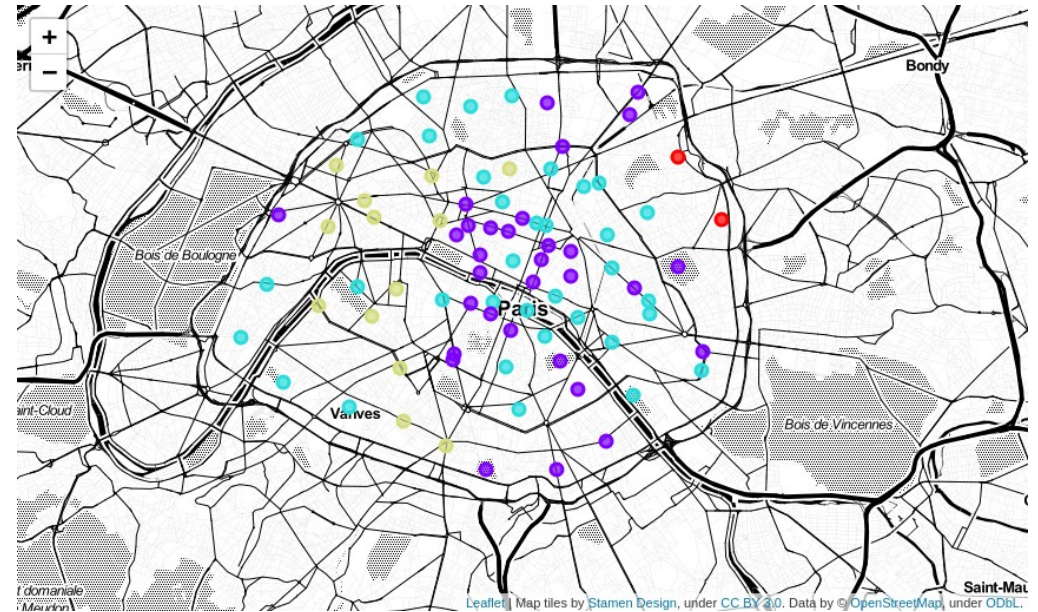- Choropleth map of Music Venues VS Jazz Places
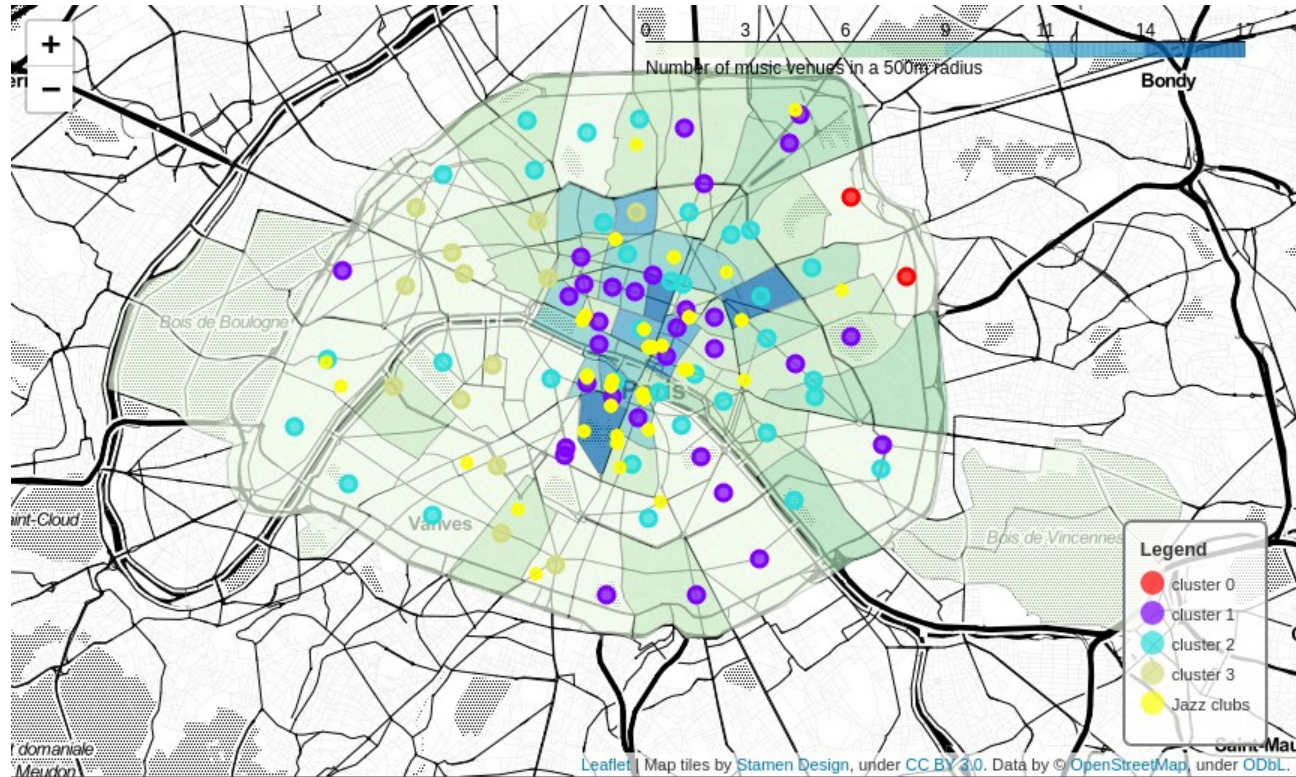
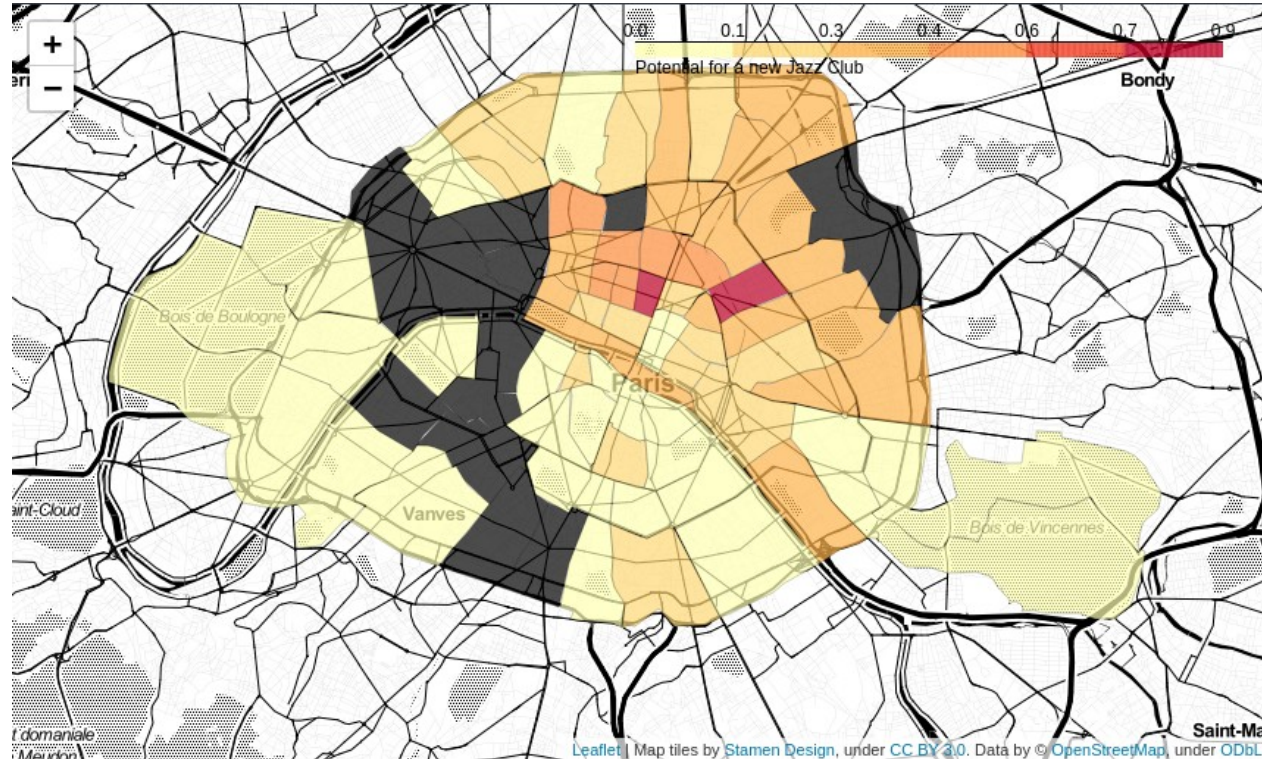# Clustering neighborhoods

- Choose K value

- Clustering results (K=4)

Most promising clusters

Identification of most promising « quartier » in which to invest

Conclusion and Perspectives

- Paris « quartiers » clustered into **4 groups**.

- We identified **2 cluster categories** with a high potential.

- We zoomed into these 2 clusters and identified some **potential quartier in which to open our new Jazz Club** including : Bonne-Nouvelle, Folie Méricourt, Mail, Faubourg-Montmartre, etc.

- **Model could be improved** by including : pedestrian activity, carry out search query for a particular day/time of day, and the price per square meter in the targeted quartier.