

1. Introduction/Business Problem

Each year, a thousand of African executives leave the continent to settle elsewhere and particularly in Europe. This migration of the African elite has been amplified in the last decade due the technological boom which has led to a very high demand for skilled labor, particularly in the fields related to digital (IT, data science, artificial intelligence, etc.). and health services (doctors, nurses, etc.).

Is this a good thing or a bad thing for Africa? two points of view are generally cited in relation to this phenomenon.

The first, which is the most known and the most widespread, considers this migration as a loss for Africa and an obstacle of the development of African countries. The main argument cited at this level is that these elites were well trained in the continent with taxpayers' money and that Europe recovers these ready-made skills, without any investment or consideration, to develop its economic fabric and advance its scientific and technological ecosystem. Africa then loses the return on investment made in the training of these executives which costs it quite expensive. Therefore, this only increases the gap in development and standard of living between the continent and the other continents receiving these elites.

The second point of view, considers this migration as a positive element for Africa since these executives will further develop their skills in the host countries and may return thereafter to their original countries to invest and build up there some projects they cannot carry out if they stay on the continent. They support their position by the fact that statistics show that most of these emigrants participate in the development of their countries from their resident countries by sending money to their families and helping to improve the standard of living of their relatives. In addition, these persons can constitute a vector of development and influence of African countries in various fields as is the case of India in the field of IT where most of the IT giants' CEO are originally from India.

So, far from the controversy on this question of migration of the African elite towards Western countries and particularly towards Europe, the objective of this study is to examine the cities where would be more judicious for an African that is preparing to migrate to go there. Migration generally takes place in large cities which provide more employment opportunities and better conditions in terms of standard of living and social mix and particularly in terms of the acceptance of foreigners.

For this, the choice of cities to study was determined using an indicator combining the population of the city, the standard of living and the disposition to receive emigrants. 100 candidate cities were then selected and will then be classified into categories using the clustering algorithms based on their socio-economic properties and what they also offer as infrastructure extracted using Foursquare location data.