

# BIG CORPORATION OFF SHORE OFFICES PLACEMENT

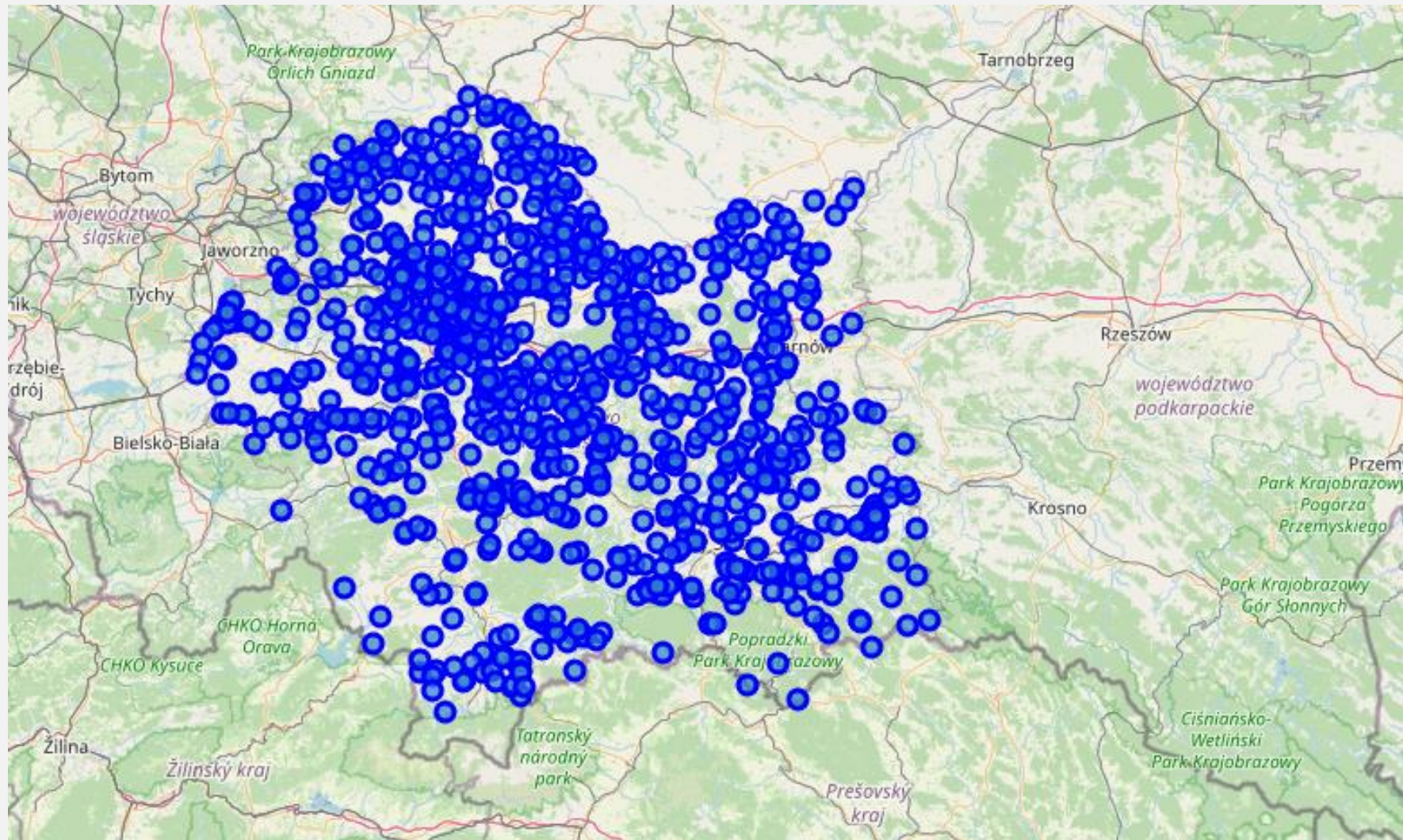
# Motivation

- COVID-19 has made big corporation to resource in offshore offices
- How to make offshore offices more attractive?
- Ensure well being of workers by placing offices in good locations
  - Useful venues around the office

# Data acquisition – Lesser Poland Case of study

- Neighborhoods information obtained using the **data.opendatasoft.com API**
  - Information about **1093** neighborhoods in the region
    - Name of neighborhood, postal code and geographical coordinates
- Venues information obtained using the **Foursquare API**
  - **683** venues extracted
    - Name of the venue, its category and geographical coordinates

# Visualization of Lesser Poland Neighborhoods



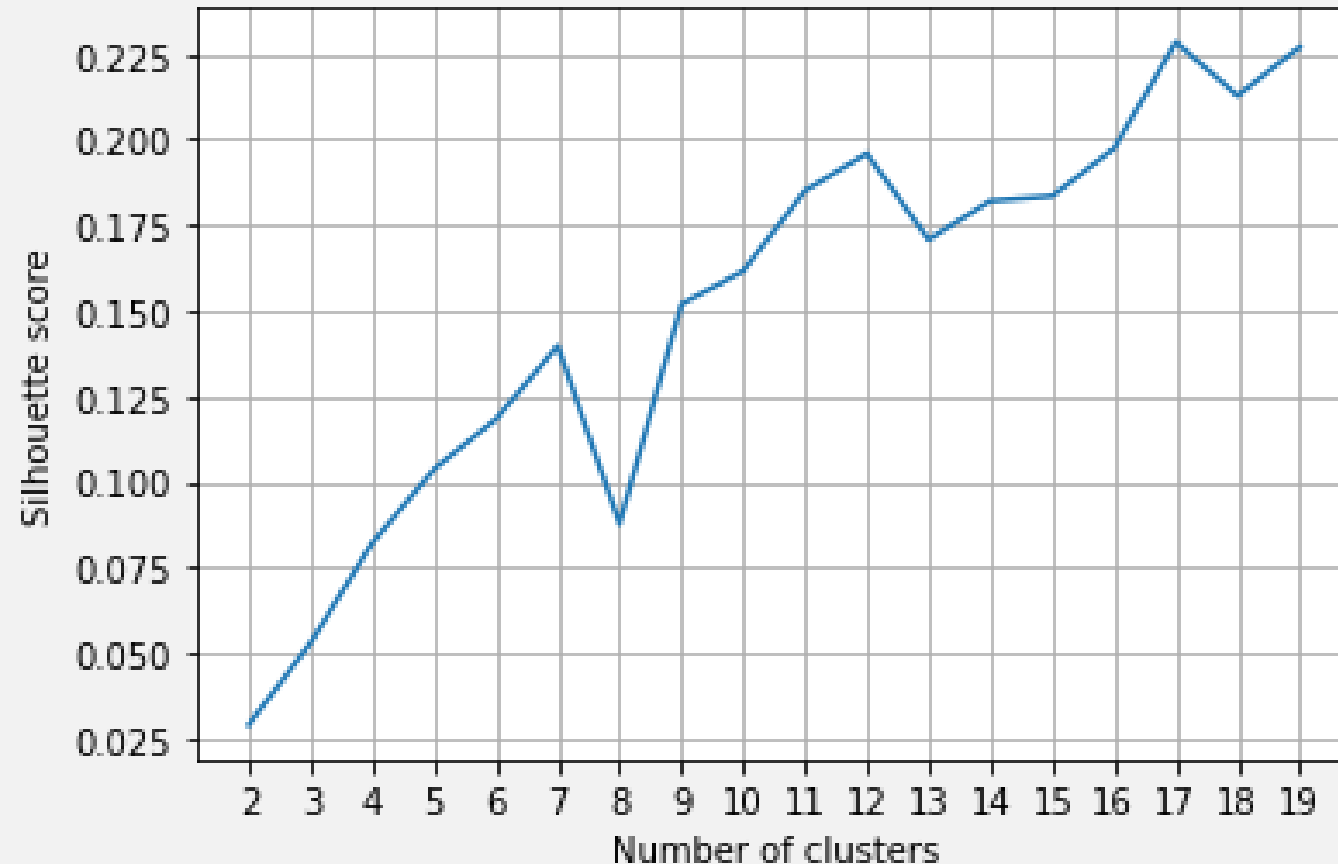
# Analysis

- Extracted the top 5 category venues from each neighborhood

	Neighborhood	1st Most Common Venue	2nd Most Common Venue	3rd Most Common Venue	4th Most Common Venue	5th Most Common Venue
0	Andrychów,34-120	Restaurant	Plaza	Falafel Restaurant	Food	Flower Shop
1	Białka Tatrzańska,34-405	River	Falafel Restaurant	Food	Flower Shop	Flea Market
2	Białka Tatrzańska,34-530	Polish Restaurant	Restaurant	Performing Arts Venue	Diner	Eastern European Restaurant
3	Bielanka,34-723	Restaurant	Food Truck	Food & Drink Shop	Food	Flower Shop
4	Bochnia,32-700	Diner	Café	Plaza	Pizza Place	Farm

# Search for Number of Clusters

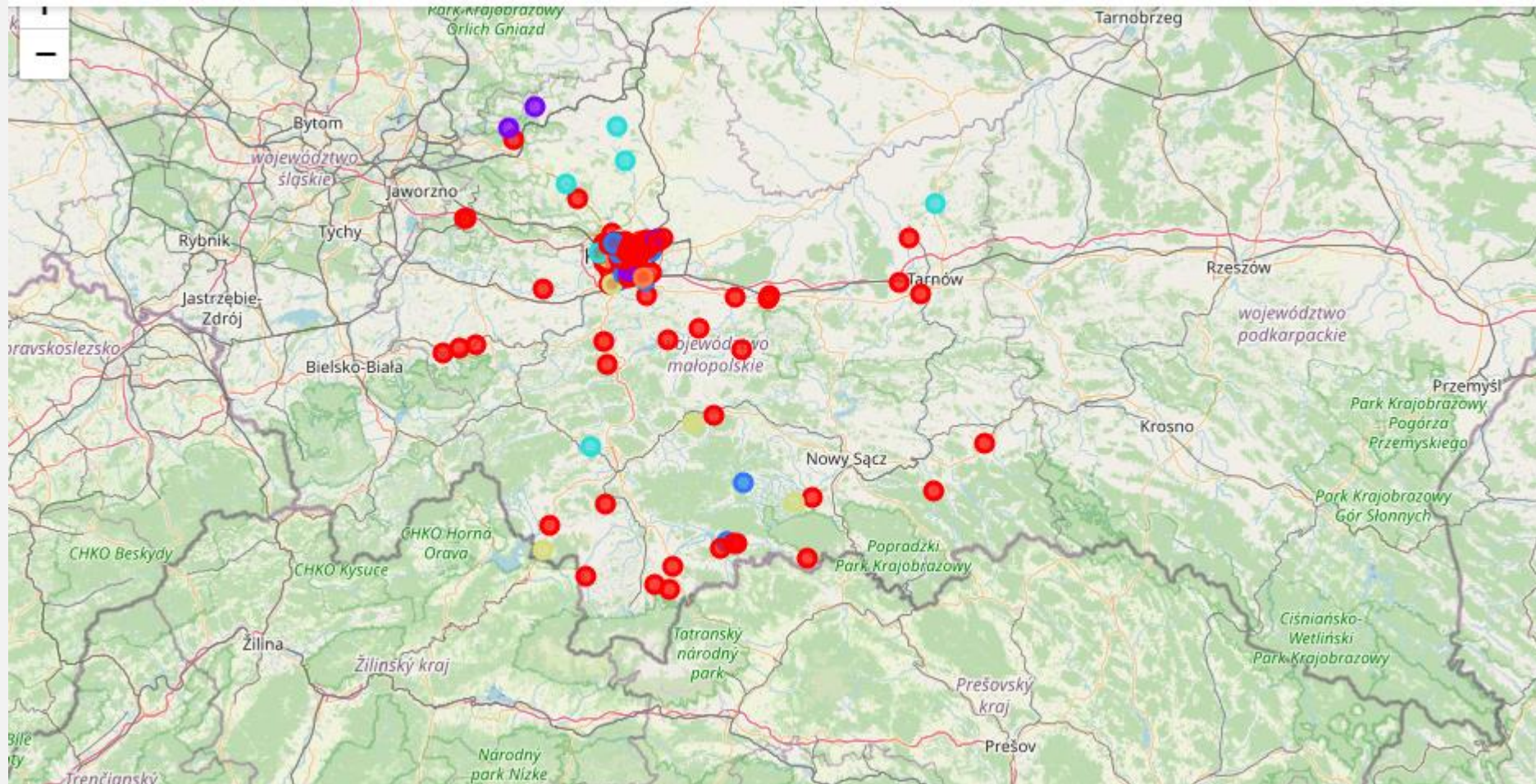
With processed information from the previous table we proceeded to search for an appropriate number of clusters





# Visualization of Clusters

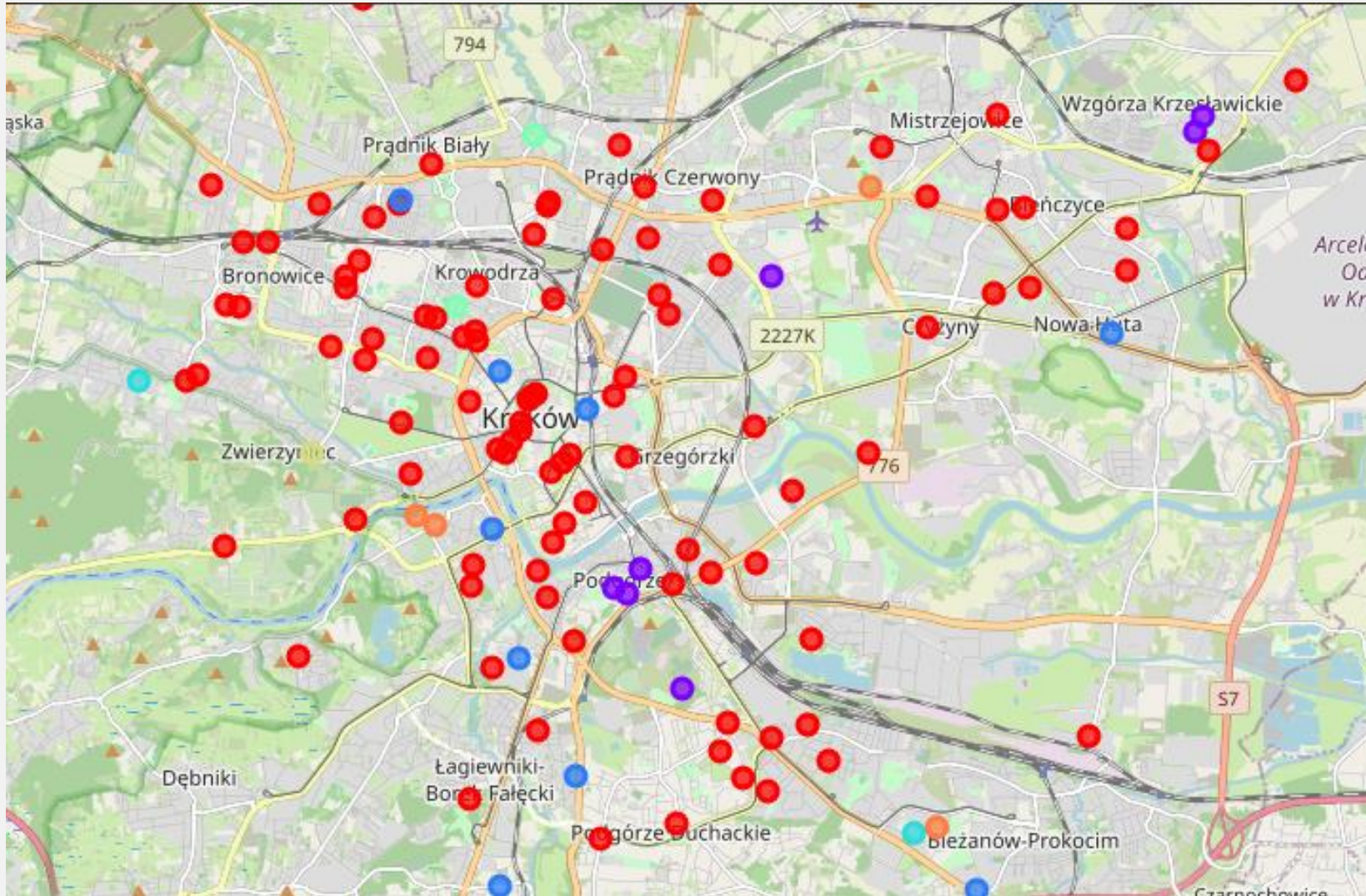
N° of clusters = 7





# Visualization of Clusters

N° of clusters = 7





# Clusters Characterization

**Cluster 1:** Neighborhoods with a great variety of venues, being most of them leisure or food related.

**Cluster 2:** Neighborhoods close to historical places, plazas and restaurants.

**Cluster 3:** Neighborhoods most appealing for tourists. Near to hotels, tram and bus stations as to places to eat.

**Cluster 4:** Neighborhoods of mostly residential areas. They stand out in grocery stores and leisure venues.

**Cluster 5:** Neighborhoods without a great variety of venues.

**Cluster 6:** Neighborhoods without a great variety of venues.

**Cluster 7:** Neighborhoods closer to nature and leisure venues.

# Conclusions and Recommendations

- Clusters 5, 6 and 7 do not offer a great variety of venues
- Cluster 4 represent more residential areas
- Clusters 2 and 3 represent attractive neighborhoods for tourists
- Cluster 1 offers a great variety of venues

**Need to align corporations perception of what adds to their employees with the venue availability in a given neighborhood**