European neighbourhood in a few figures
Why are we here?

Discover the world of data

- The neighbourhood identity
- Mobile data analysis
- Closing thoughts
European neighbourhood Identity card

- People
- Touristic Attractiveness
- Mobility
- Sources
People
International area with high revenue

- 2,367 Inhabitants (49% Women - 51% Men)
- 11.98% unemployment rate (VS 22.69% regional average)
- Median revenue 23,856€ (VS 18,941€ regional average)
- 68% foreigners (83% European - 17% Rest of the World)
- Average household size: 1.52
- Average age (years): 37.66
Touristic attractiveness
Variety of museums

83,889

Monthly affluence to attractions & museums

Nationality of the visitors: 23% - 15% - 11%

- Average from Jan. 2013 to Aug. 2017
- Data by nationality according to Brussels Cards figures, from Jan. to Aug. 2017
Top range accommodation ...

67.6%  
Hotels occupancy rate

69.3%  
Regional average

13 hotels
≃ 2500 rooms

Average from Jan. 2013 to Jul. 2017
... and alternatives

<table>
<thead>
<tr>
<th>AirBnB lodgings</th>
<th>Average price</th>
<th>Regional average</th>
</tr>
</thead>
<tbody>
<tr>
<td>60</td>
<td>63€</td>
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<th>Hotels</th>
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<tr>
<td>13</td>
<td>130€</td>
<td>110€</td>
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</table>
Attractive touristic offer

3 Restaurants in Michelin guide (2017)

27 Bar & Pubs recorded on Yelp

5 Touristic sites in Michelin guide (2017)

47 Shops recorded on Yelp

(Natural Sciences Museum)
Diversity of venues

250 to 1000 persons → 12 Meeting rooms

up to 250 persons → 100 Meeting rooms

Source: Let’s Meet 2017 (extended area: EU + Cinquantenaire).
Mobility
Great accessibility ...

People live close to...

- 100% a bus stop (<250m)
  - 74% regional average

- 83% a metro station (<500m)
  - 30% regional average

- 0% a tramway stop (<400m)
  - 64% regional average

Source: IBSA
... and other green solutions

- 9 Villo stations
- 194 Bike stands
- 4 Electric charging stations
- 10 Cars capacity

Source: Open Data Store
Sources of Information
Where can you find this information?

1. visit.brussels
   Tourism Barometer

2. IBSAbrussels
   Monitoring des quartiers

3. Other sources
   Guide Michelin
   Inside AirBnB
   CIRB - Open Data
   Yelp
Mobile Data Analysis
Introduction
Methodology

- Sim cards movements tracking
- Specific area (12 cells)
- 1 hour at the departure & arrival
1 month data
Hourly report
Origin & destination
Monitoring by cell
Excluding holidays
Zone 1
Parc Léopold & Place Jean Rey
Zone 2
DG Energy
Zone 4
Maelbeek & Loi
Zone 5
Committee of the regions & Concert Noble
Zone 6
European Parliament & Natural Sciences
Zone 7
German embassy, Thon & Chinese cultural center
Zone 8
DG migration & Square de Meeus
Zone 9
Luxembourg Square & Station
Zone 10
St Joseph Church, DG IT
Zone II
Orban square & Total
Average hourly movements

[Bar chart showing average hourly movements with two categories: To the area and Within area]

To the area
Within area
2

Incoming Journeys
Journeys by destination (daily average)

Monday:
1. Berlaymont
2. Orban Square
3. European Parliament
4. Leopold Square
5. Luxembourg

Tuesday:
1. Berlaymont
2. European Parliament
3. Orban Square
4. Luxembourg
5. Maelbeek & Lois

Thursday:
1. Berlaymont
2. European Parliament
3. Orban Square
4. Luxembourg
5. Leopold Square
3

Internal Journeys
Biggest internal flows (top 10)

1. DG Energy - Leopold
2. Parliament - Luxembourg
3. Parliament - Leopold
4. DG Energy - Berlaymont
5. Maelbeek - Berlaymont
6. Leopold - Berlaymond
7. Comité of regions - Leopold
8. Square de Meeus - Luxembourg
9. Comité of regions - Luxembourg
10. Comité of regions - Parliament
Closing thoughts
Analytics is not a complicated thing
A lot of data sources are available

Data from operations
Data from field research
Data from open sources
Data from communication
Data from paid sources
Efficient tools are not always expensive
Non exhaustive list of free solutions

<table>
<thead>
<tr>
<th>Tool</th>
<th>Pros</th>
<th>Cons</th>
</tr>
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<tbody>
<tr>
<td>Tableau Public</td>
<td>Nice design, Complete toolbox, Powerful data engine</td>
<td>Save only online, Only on files, Still in development, Microsoft</td>
</tr>
<tr>
<td>Power BI</td>
<td>Close to Excel, Included in O365</td>
<td>Less modern design</td>
</tr>
<tr>
<td>Qlik Sense</td>
<td></td>
<td></td>
</tr>
<tr>
<td>H2O.ai</td>
<td>Very easy to use, Set of powerful models</td>
<td>Black box, Limited library</td>
</tr>
<tr>
<td>R</td>
<td>A very complete library, Open source</td>
<td>Requires coding</td>
</tr>
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</table>
Try new analyses

Data reporting
What has been my last month performance?
How satisfied were my clients with my services?

Data classification
What are the segments in my clients base?
In which segment should I categorize a new client?

Data forecasting
What will be my performance in the next year?
Which clients are the most likely to buy a new product?
Be creative
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www.visit.brussels > Pro & Press > Observatory