Best place for Tea & Coffee Shop in Paris

Alexandra Charikova

Applied Data Science Capstone

Contents

1 Introduction

According to restaurateur, Danny Meyer, slogan "Location, location, location" became outdated for success in hospitality business and context plays more important role [1]. However, a neighborhood chosen for a new tea & coffee spot might directly provide required context, ensure that it fits owner's vision and contributes to overall prosperity.

This is especially applicable to the city of Paris, where each neighborhood, with its total of 80, has its own unique culture and style.

Since there are already a lot of cafés and coffee shops in Paris, I will try to detect locations that are located out of touristic neighborhoods - that would allow to create a feeling that a tea & coffee shop is a part of a local community. Also it is important that neighborhood culture is open to coffee shop "style" (and not traditional Parisian brasserie) and that there are not a lot of competitors in the area.

Using Data Science approach, couple of most promising locations will be generated. Though the final decision will be made by each future coffee shop owner - target audience for this project, based on its own personal values.

2 Data acquisition

Based on the definition of the problem above, factors that will influence final decision are:

- distance of the neighborhood from the city center - most touristic areas

- number of existing cafés and coffee shops in the neighborhood

- distance from existing cafés and coffee shops in the neighborhood

- number of places in the neighborhood which would define it as being more "open" to new authentic tea & coffee shop in the area. For the sake of simplicity of this project, I'll concentrate on the following three: coworking spaces, Art galleries, Health Food Stores)

Following data sources will be needed to extract/generate the required information:

- number of existing coffee shops, coworking spaces, Art galleries and Health Food Stores will be obtained using Foursquare API

- coordinate of Paris center will be obtained using Google Maps API geocoding of location of Mona Lisa "home" - Louvre museum

- centers of possible spots will be generated algorithmically and approximate addresses of centers of those areas will be obtained using Google Maps API reverse geocoding

References

[1] D. Meyer, *Setting the Table: The Transforming Power of Hospitality in Business* , Harper, New York, 2006