

CAPSTONE PROJECT - THE BATTLE OF NEIGHBORHOODS (WEEK 2)

**Best location to sell organic products on
marketplaces in Paris**

INTRODUCTION & BUSINESS PROBLEM

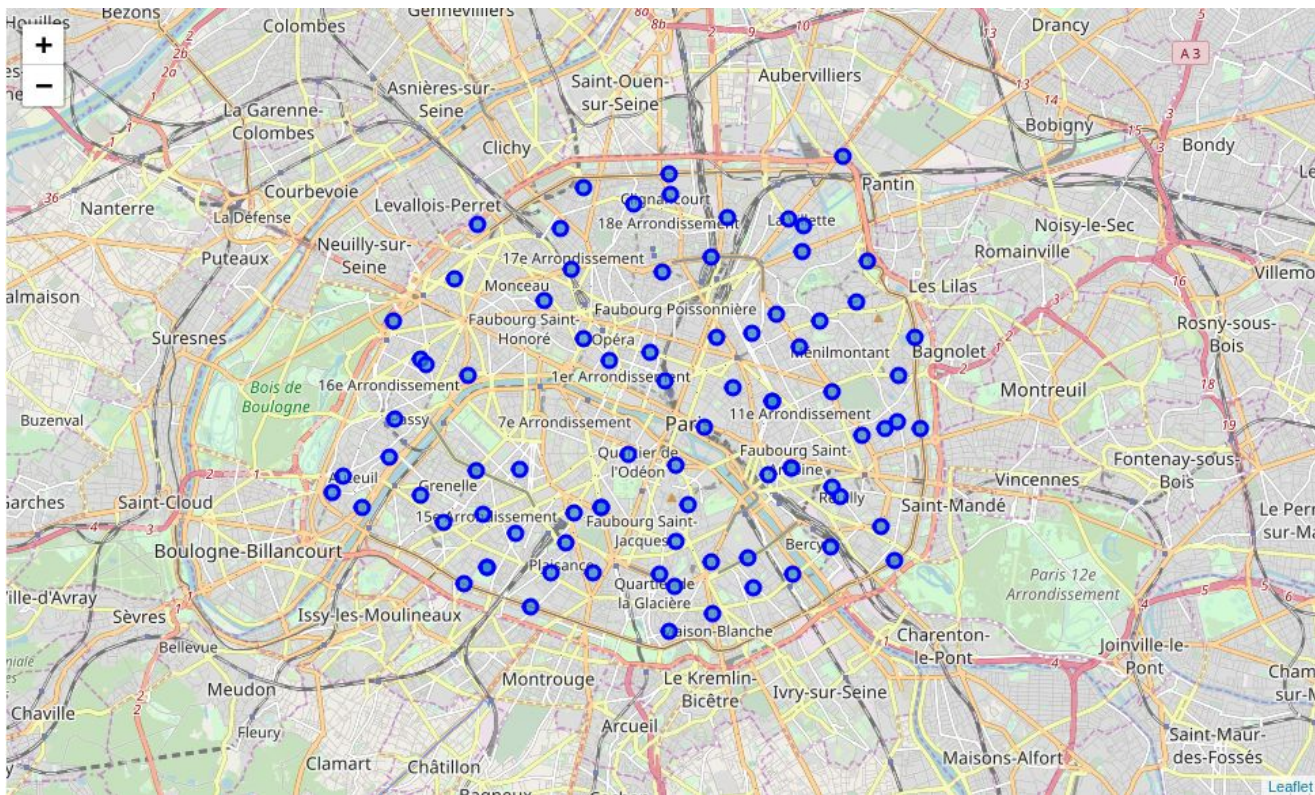
This project aims at giving interesting insights on the marketplaces in the inner Paris so that small/medium farmers can decide the best location to sell organic products directly to the customer.

Main Difficulty ⇔ **hard to target** and then deliver the products to the right customers that are willing to pay more for this kind of food.



*Mouffetard Market, Paris 15 October 2009:
image under creativecommons.org*

MAP OF ALL THE MARKETPLACES IN THE INNER PARIS



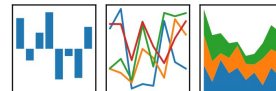
A lot of data with more than 80 marketplaces related to food in the inner center of Paris...

DATA USED TO SOLVE THE BUSINESS PROBLEM



pandas

$$y_{it} = \beta' x_{it} + \mu_i + \epsilon_{it}$$



METHODOLOGY SECTION

Introduction (Note + Importation of the needed librairies)

Data Preparation

Geographical representation of the data (marketplaces)

Foursquare Credentials and Version

Data exploration

Data (Marketplaces) analysis

Cluster of the marketplaces in Paris (5 clusters)

Clusters examination

5 CLUSTERS

Cluster 1: "Various foods and drinks" e.g. "Bistro", "Restaurant", "Wine Bar"...

Cluster 2: "Shopping and other tourist activities" e.g. "Plaza", "Stadium", "Historic Site", "Art Gallery"...

Cluster 3: "Worldwide restoration" e.g. "Argentinian Restaurant", "Creperie", "Chinese Restaurant"...

Cluster 4: "French restauration" as the first category is always "French Restaurant" + "Bakery", "Gourmet Shop", "Seafood Restaurant", and "Farmers Market".

Cluster 5: "Vegetarian / Vegan" as we find the "Vegetarian / Vegan Restaurant" category in it.

RECOMMENDATION: FOCUS ON CLUSTERS 4 & 5

⇒ IN PARTICULAR:

- BATIGNOLLES (CLUSTER 4) WHERE FRENCH RESTAURATION + FARMERS MARKET COME OUT
- BASTILLE/POPINCOURT AND BASTILLE (CLUSTER 5) WHERE FRENCH RESTAURATION AS VEGETARIAN / VEGAN RESTAURANT ARE POPPING



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MAP OF THE CLUSTERS

