

Evaluation of best localization for a Vietnamese baguette/bubble tea restaurant in Versailles-France

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1. Introduction

1.1 Background

Asian food is growing stronger in France lately. Asian restaurants are very often crowded especially in Paris area.

In Paris center and 'little crown', Vietnamese baguettes and Bubble tea are opening everywhere, and are always full whatever is the hour.

This project aims to estimate the best localization to open such a business in Versailles city, just nearby Paris.

Prior launching any restaurant, it's important to know if the business as a good opportunity. In order to do so, this report will try to gather data about other restaurant localization, competitors and best localization.

These data could be use for a business plan afterward.

1.1 Problem

As the goal of this is to create a business plan in the end, we need to make sure data from api are correct. We also need to check that customer could be interested in this specific business.

In order to do so, a survey in Paris and Versailles will be done in addition to data gathering. I'll go in the cities and check at different hours if restaurants are working, if streets are full and so on, and what king of restaurant works well. This survey will allow to validate the data analysis done here.

1.2 Interest

This study can be used by anyone interested by opening a restaurant. Or any other business.

Maybe they will need to modify some data.



2. Data

2.1 Data sources

Two sources will be used to gather data.

Google api:

Very useful, and free for this number of requests. It will be used to gather

- Companies localization in Versailles.
- Area localization (we will cluster the city)
- Complete missing foursquare data

Foursquare api:

We will use it for:

- Restaurant localization: especially filtering on Vietnamese restaurant

Survey:

I will personally move to the localization to check data, to make sure assumption are good, and meet people.

I will just provide a brief summary of this survey; I won't publish any analysis.

With all these data we should be able to estimate the ideal localization of a restaurant, and if people would be interested in this business.

