

New Store Locations in Paris

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Objective

- ▶ To select the best locations were to open fashion retailer store , as part of their store expansion for Paris
- ▶ The Major task of this project is to assist fashion retailer to make data-driven decisions on the new locations that are most suitable for their new stores

▶ Problem

- ❑ Company could spend countless hours walking around districts
- ❑ consulting many real estate agents with their own district biases
- ❑ end up opening in yet another location that is not ideal

Data Acquisition and Cleaning

- ▶ Paris is divided into 20 Arrondissements Municipaux (or administrative districts) - Wikipedia page
https://en.wikipedia.org/wiki/Arrondissements_of_Paris
- ▶ Out of 11 only 5 parameter were selected which useful while preparing data for location

Explore the districts

- Explore top 100 venues that are in the neighborhood 3eme Ardt within a radius of 500 meters

	name	categories	lat	lng
0	Mmmoza	Sandwich Place	48.863910	2.360591
1	Square du Temple	Park	48.864475	2.360816
2	Marché des Enfants Rouges	Farmers Market	48.862806	2.361996
3	Chez Alain Miam Miam	Sandwich Place	48.862781	2.362064
4	Chez Alain Miam Miam	Sandwich Place	48.862369	2.361950
5	Fromagerie Jouannault	Cheese Shop	48.862947	2.362530
6	Les Enfants Rouges	Wine Bar	48.863013	2.361260
7	Okomusu	Okonomiyaki Restaurant	48.861453	2.360879
8	Hôtel Jules & Jim	Hotel	48.863496	2.357395
9	Musée de la Chasse et de la Nature	Museum	48.861507	2.358624
10	Bontemps	Dessert Shop	48.863956	2.360725

Unique venue category

- There are 209 unique venue categories

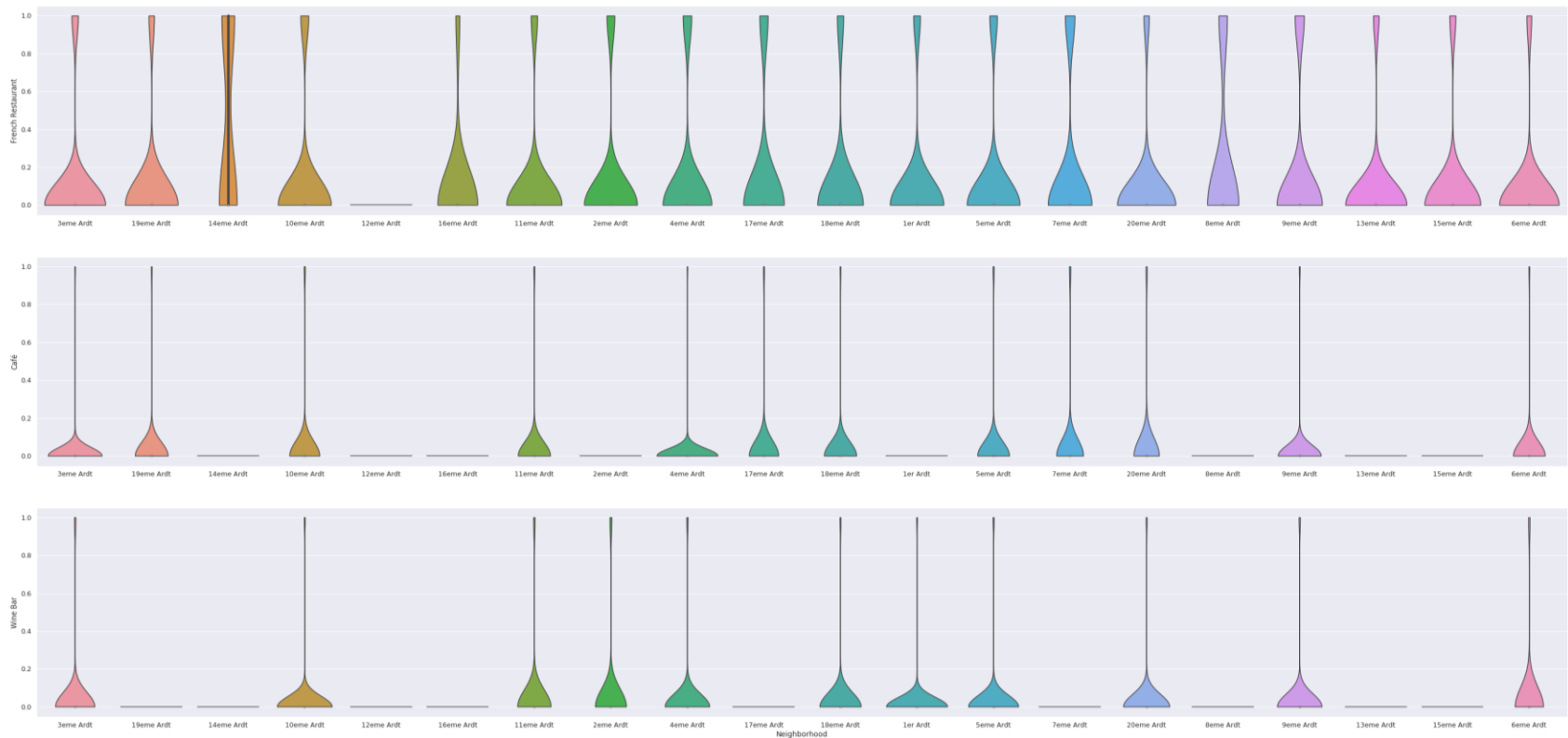
	Latitude	Longitude	Venue	Venue Latitude	Venue Longitude	Venue Category
French_Name						
10eme Ardt	100	100	100	100	100	100
11eme Ardt	66	66	66	66	66	66
12eme Ardt	4	4	4	4	4	4
13eme Ardt	58	58	58	58	58	58
14eme Ardt	30	30	30	30	30	30
15eme Ardt	63	63	63	63	63	63
16eme Ardt	11	11	11	11	11	11
17eme Ardt	51	51	51	51	51	51
18eme Ardt	50	50	50	50	50	50

Top 10 venue categories for each neighbourhood

	Neighborhood	1st Most Common Venue	2nd Most Common Venue	3rd Most Common Venue	4th Most Common Venue	5th Most Common Venue
0	10eme Ardt	French Restaurant	Bistro	Coffee Shop	Café	Hotel
1	11eme Ardt	French Restaurant	Supermarket	Restaurant	Pastry Shop	Wine Bar
2	12eme Ardt	Zoo Exhibit	Supermarket	Monument / Landmark	Zoo	Antique Shop
3	13eme Ardt	Vietnamese Restaurant	Asian Restaurant	French Restaurant	Chinese Restaurant	Thai Restaurant
4	14eme Ardt	French Restaurant	Hotel	Convenience Store	Bakery	Food & Drink Shop
5	15eme Ardt	Italian Restaurant	French Restaurant	Hotel	Coffee Shop	Thai Restaurant

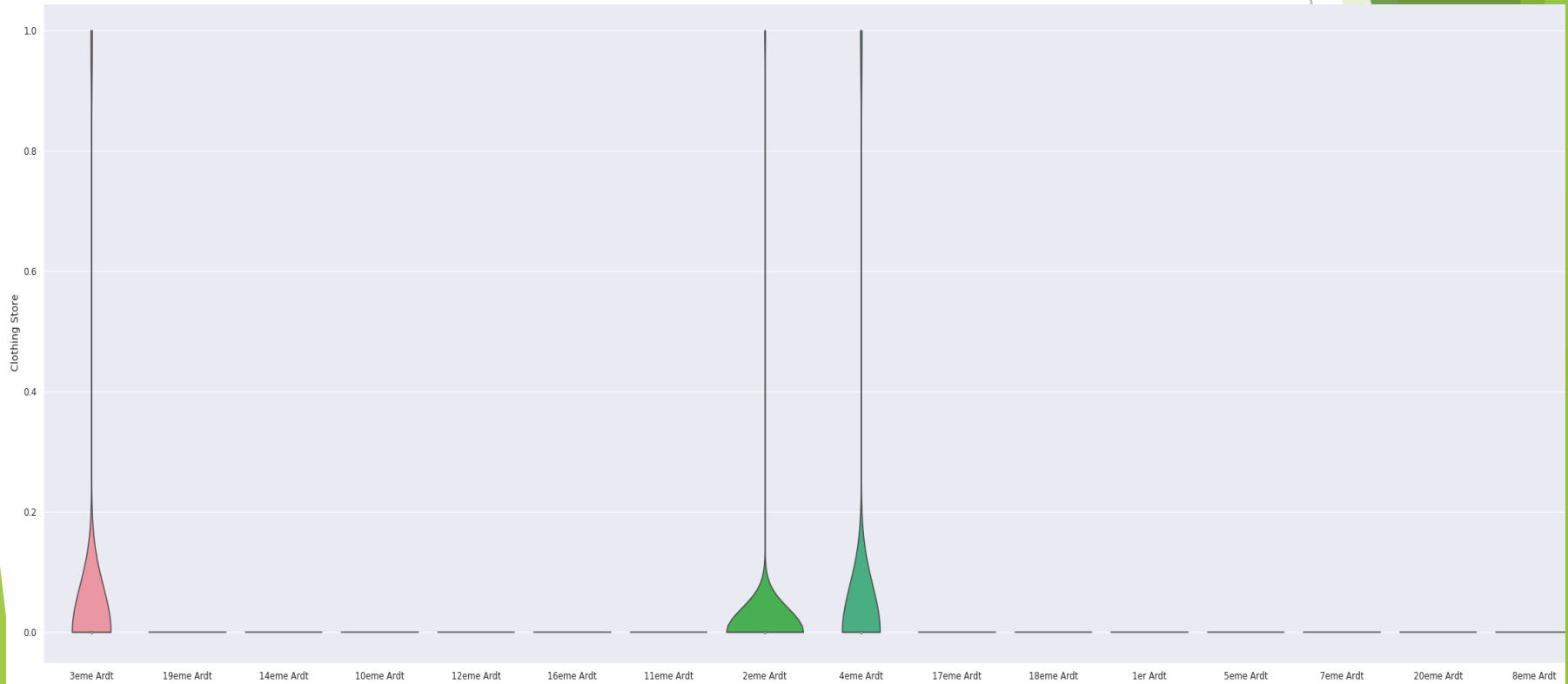
Frequency distribution

- Top 3 venue categories for each neighbourhood



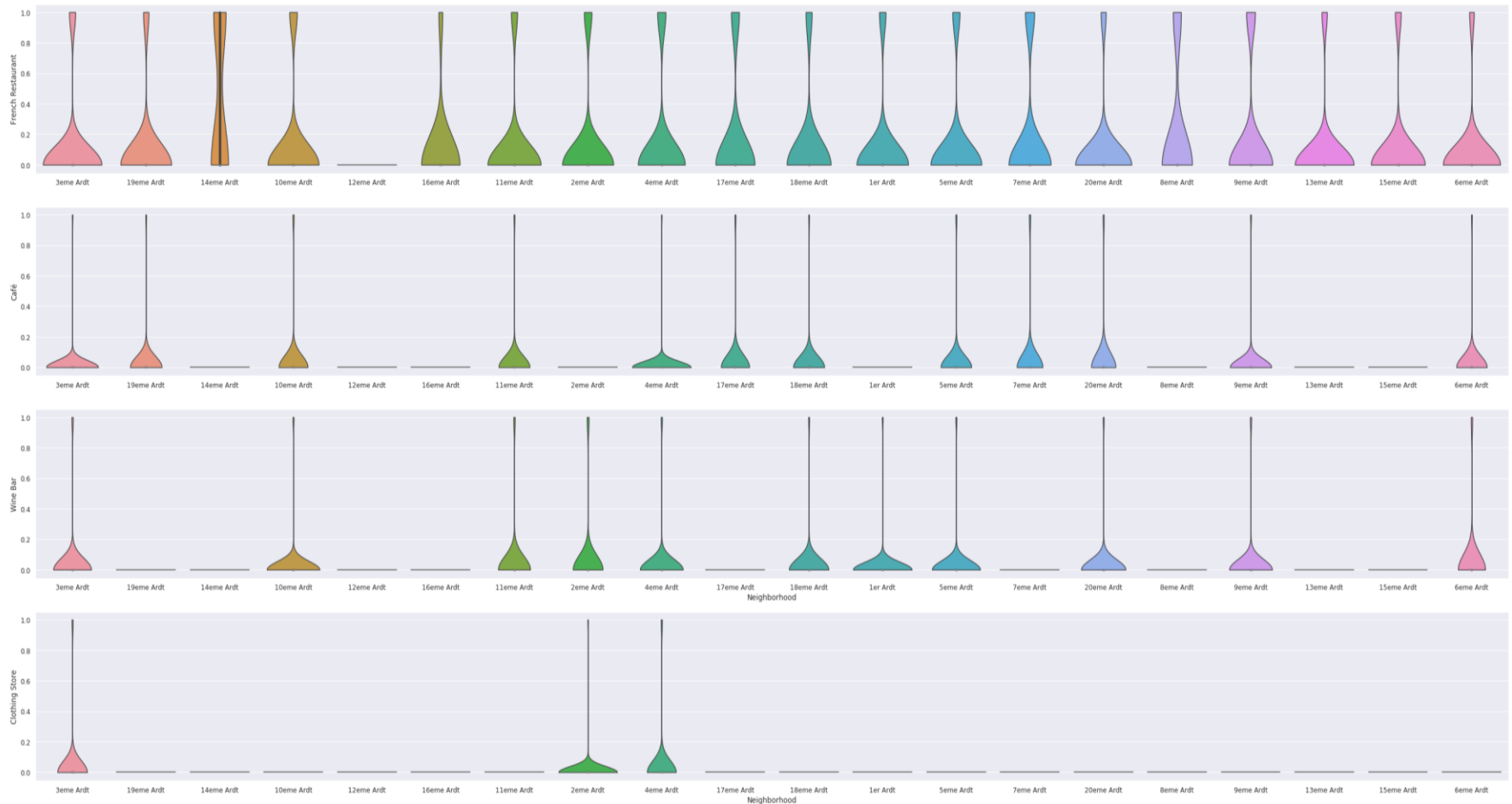
Frequency distribution

- Clothing stores for each neighbourhood



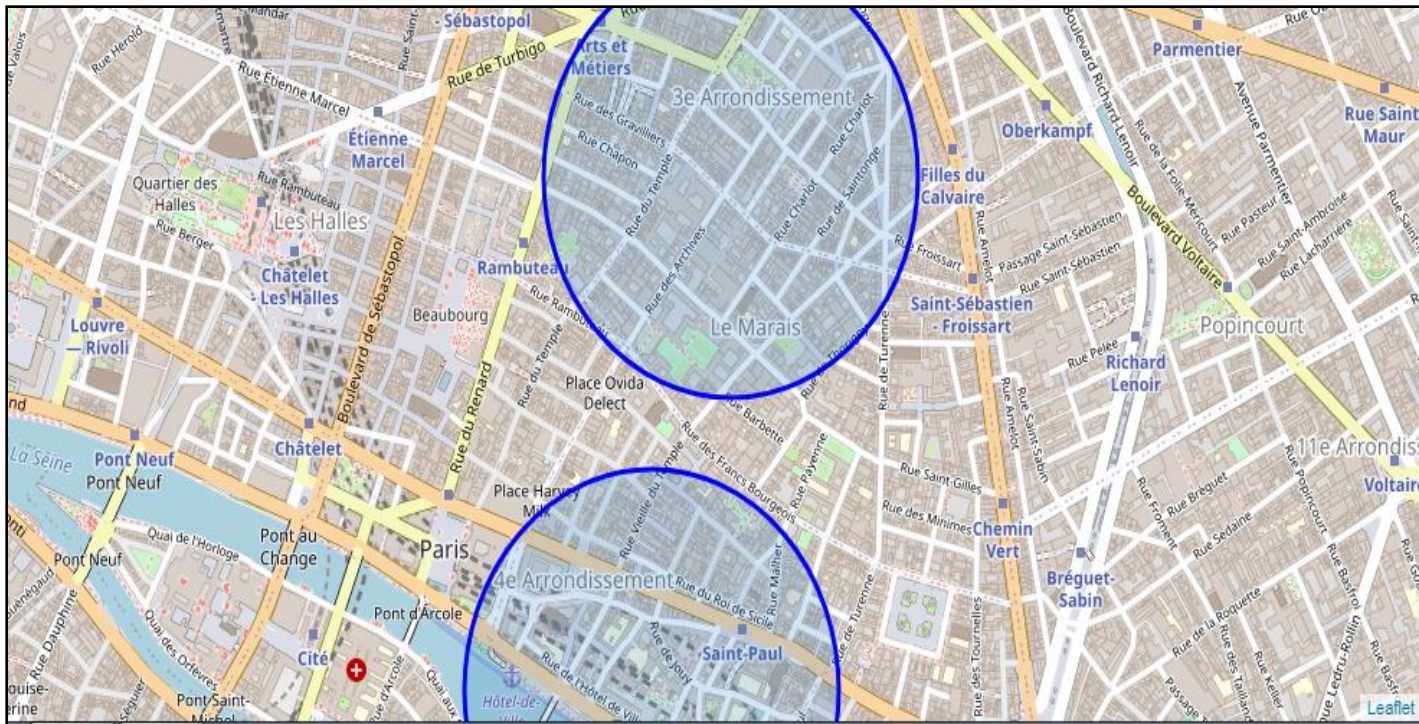
Frequency distribution

- Top 3 venue categories for each neighbourhood



Result

- So the final 2 prospective neighbourhoods for new store locations
 - ❑ 3eme Ardt : Arrondissement 3, Temple
 - ❑ 4eme Ardt : Arrondissement 4, Hotel-de-Ville



Observation

- ▶ Locations fitting the criteria for popular venues would normally be in central locations of city
- ▶ The search area down significantly from 20 potential districts to 2 that should suit the client's retail business



Inferences

- ▶ The inferences from the data in making the location recommendations
- ▶ The location selection of new stores
 - ❑ To meet the criteria of being in neighbourhoods that are lively with abundant leisure venues, and
 - ❑ To narrow the search down to just a few of the main areas that are best suited to match the criteria.



Conclusion

- ▶ The analysis and results are not an end point, but rather a starting point that will guide the next part of the process to find specific store locations
- ▶ Resulting recommendations have greatly narrowed down the best district options based on data
- ▶ Data has helped to provide a better strategy and way forward, these data-driven decisions will lead to a better solution in the end.

THANK
YOU!!!