



The battle of neighborhoods

Opening a book store in the 20th arrondissement of Paris



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Description of the Problem



The 20th Arrondissement of Paris

The 20th (or XXe or vingtième) arrondissement of Paris is the last of the consecutively numbered arrondissements of the capital city of France. Also known as Ménilmontant, it is located on the right bank of the River Seine and contains the city's cosmopolitan districts Ménilmontant and Belleville. The 20th arrondissement is also internationally known for the Père Lachaise Cemetery where one can find the tombs of many famous artists.



Description of the Problem



Goal: Opening a book store
Where: In the 20th arrondissement

Requirements:

- Close to schools
- In place with no concurrence
- With many venues

Data

Use of Foursquare to get details on the area



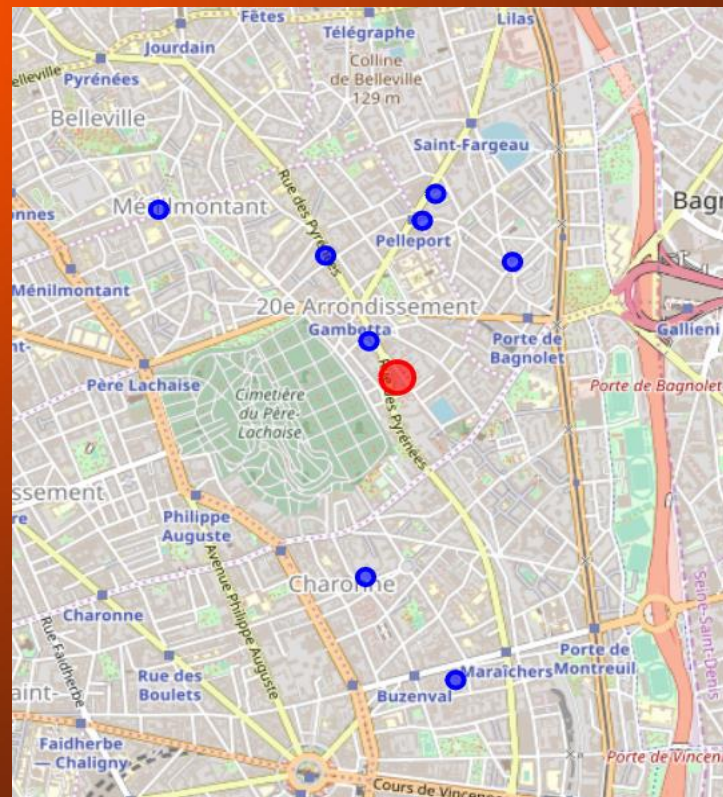
FOURSQUARE



Results

Book stores in the 20th arrondissement

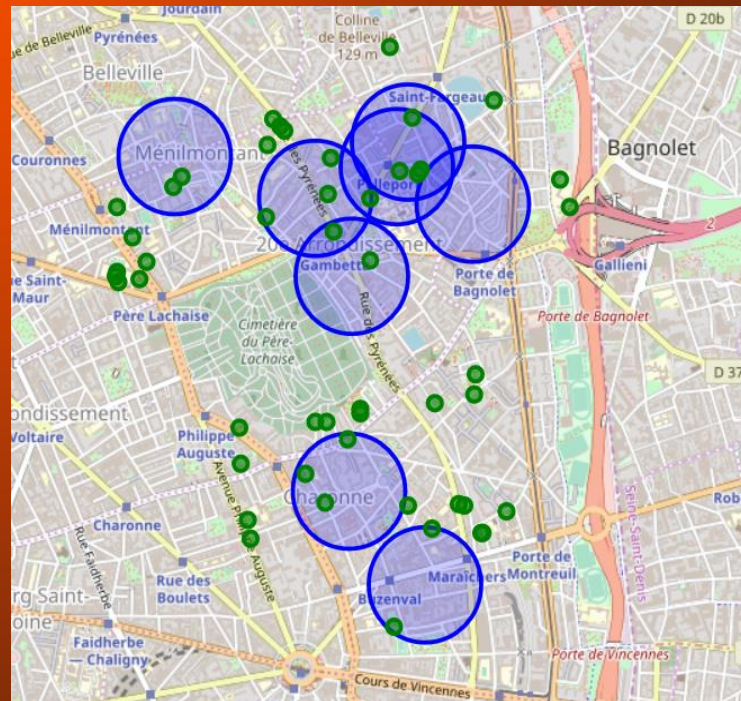
	Name	location	lat	long	Arrondissement
0	Librairie Papeterie Presse	2 rue du Surlélin	48.868049	2.401795	75020
1	Librairie des Gâtines	NaN	48.863748	2.399051	NaN
2	La Toute Petite Librairie	2 rue Étienne Marey	48.866557	2.406411	75020
3	Librairie Mona Lisait	259 rue des Pyrénées	48.866780	2.396845	75020
4	Librairie Nation	36 Boulevard de Charonne	48.855362	2.398855	75020
5	Librairie Le Monte-en-l'air	2 rue de la Mare	48.868418	2.388233	75020
6	Librairie Biret	152 avenue des Champs-Élysées	48.851651	2.403476	75008
7	A Tout Lire	141 avenue Gambetta	48.868986	2.402495	75020





Results

Schools/Universities in the 20th arrondissement

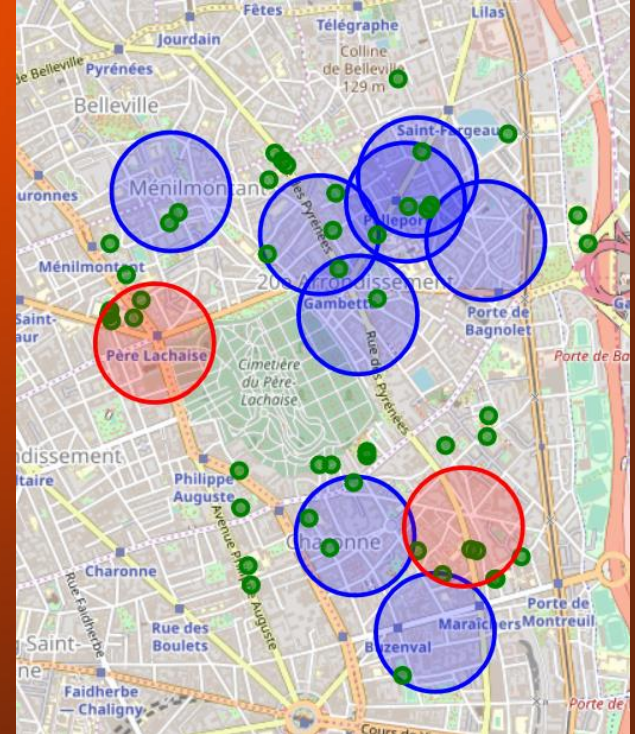


In green on the map



Results

Thanks to the analysis, we could define two interesting areas where to open our book store

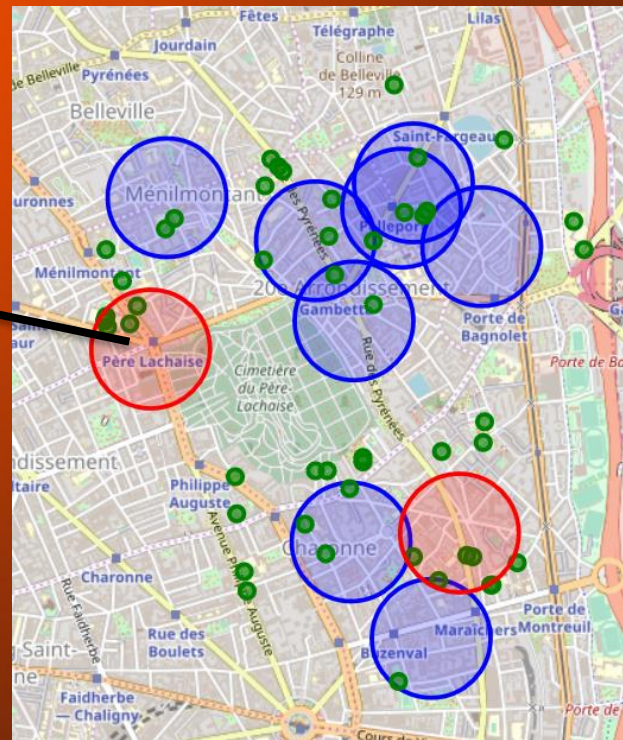


In red on the map

Results

Area 1

	name	categories	address	distance
0	Haut les Coeurs	Bar	72 boulevard de Ménilmontant	169
1	Le Lieu du Vin	Wine Shop	3 avenue Gambetta	143
2	Ibis Paris Père Lachaise	Hotel	80 rue de la Folie Regnault	150
3	Bar & Beer	Beer Bar	48 boulevard menilmnrant	67
4	Les Polissons	Bistro	1 avenue Gambetta	128
5	Les Tables du Père Lachaise	Bar	44 boulevard de Ménilmontant	54
6	Cafe La Factorie	Café	NaN	60
7	Zagros	Greek Restaurant	58 boulevard de Ménilmontant	97
8	Au Rond-Point	French Restaurant	65 Boulevard de Ménilmontant	15
9	Boulangerie Ounissi	Bakery	73 rue de la Folie Regnault	147
10	El Juanchito	Colombian Restaurant	69 rue de la Folie Regnault	169
11	La Base Filante	Bar	49 boulevard de Ménilmontant	156
12	La Factorie - Saint Amour	French Restaurant	32 boulevard de Ménilmontant	59

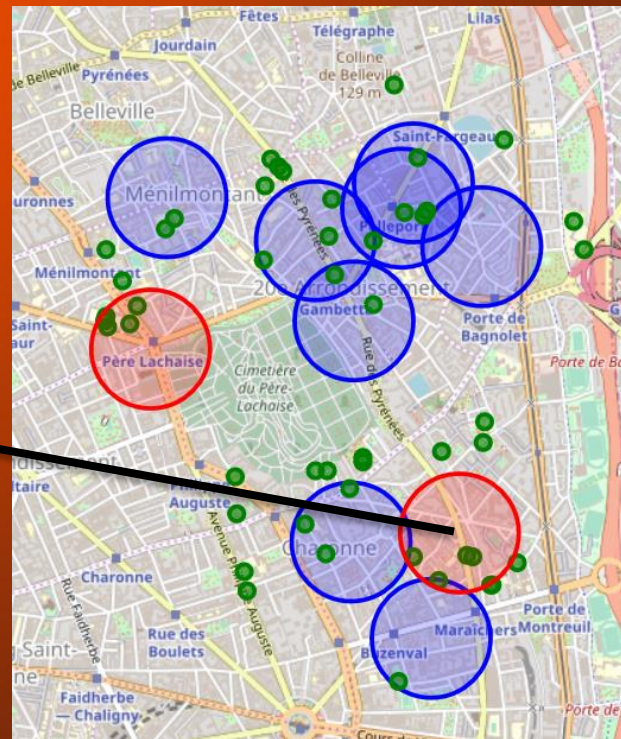




Results

Area 2

	name	categories	address	distance
0	Sohna Punjab	Indian Restaurant	76 rue des Pyrénées	188
1	Vélib' [20-16]	Bike Rental / Bike Share	114 bis rue des Pyrénées	170
2	Coccinelle	Grocery Store	108, rue des pyrénées	86
3	Salve Régina	Italian Restaurant	96 Rue des Pyrénées	33
4	Le Marché D'à Côté	Grocery Store	92 rue des Pyrénées	79





Discussions

Thanks to the analysis, we came up with 2 areas that satisfy the requirements of our client. However, if we would to chose between the 2, we will definitely go with the area close to Père Lachaise because there are many venues that will attract more customers.

Now that we have defined analytically the best place to set up, we would need to go on the field to confirm that this is indeed a good choice by looking at the area, discussing with people to see if they would be interesting with a book store...



Conclusion

The best area to open the book store in the 20th arrondissement seems to be close to Père Lachaise.

There are many schools surrounding the place and there are many venues showing that the place is a living place where people like to come.

Therefore, we recommend the entrepreneur to open his book store in this area.

