



THE BATTLE OF NEIGHBORHOODS

THE BEST LOCATION TO
OPEN A SEAFOOD
RESTAURANT IN PARIS

Introduction

One of our Italian clients wants to expand their business throughout Europe. The client has experience with restaurants in maritime cities and because of that his restaurant offer Seafood. He wants to open his first restaurant in the capital of France, Paris.

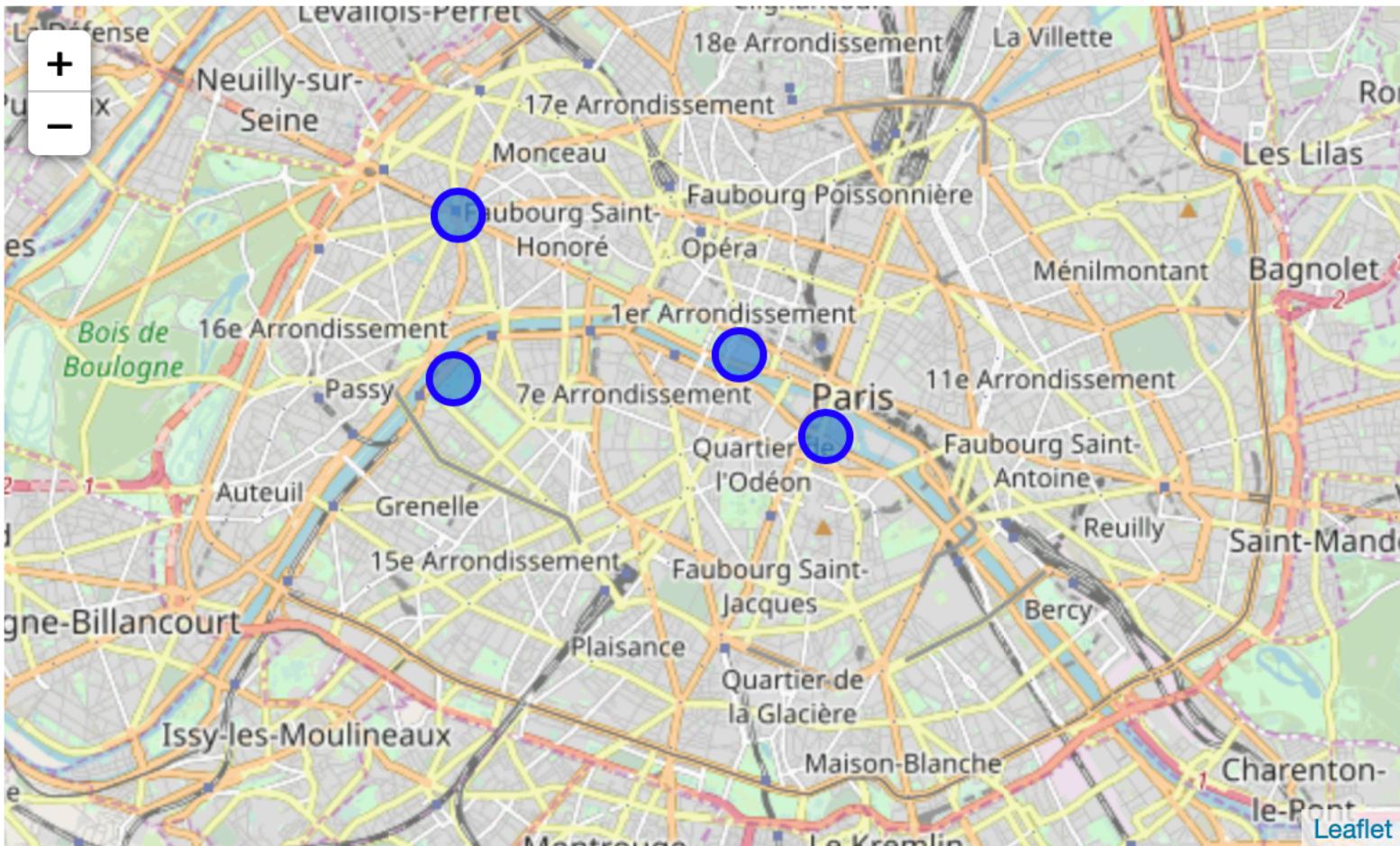
The client has obtained very good results in big cities locates the restaurant close to the tourists part. Now he wants to know how saturated is the Italian restaurant market in Paris, especially for Seafood.

Paris is one of the most popular tourist destinations in the world, with over 30 million foreign visitors per year. As the paragon of style, Paris is one of the most glamorous cities in the world.

The "City of Light", is the apex of architectural beauty, artistic expression, and culinary delight

Business Problem

Where is the best location to expand his chain in Paris with the possibility of doing good business?



Explore the city and check rating of venue

We will use the “explore” endpoint from the API. We will get a JSON with a detailed information for the request. We will use the coordinates of each venue to locate it with the corresponding neighborhood.

```
Venue : Musée du Louvre
Rating : 9.4
Total Tips : 2242
Nb Likes : 167
Nb Likes / Total Tips 7.448706512042818
```

```
Venue : Cathédrale Notre-Dame de Paris
Rating : 9.4
Total Tips : 967
Nb Likes : 57
Nb Likes / Total Tips 5.894519131334023
```

```
Venue : Tour Eiffel
Rating : 9.4
Total Tips : 2605
Nb Likes : 934
Nb Likes / Total Tips 35.854126679462574
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```
Venue : Arc de Triomphe
Rating : 9.5
Total Tips : 757
Nb Likes : 102
Nb Likes / Total Tips 13.474240422721268
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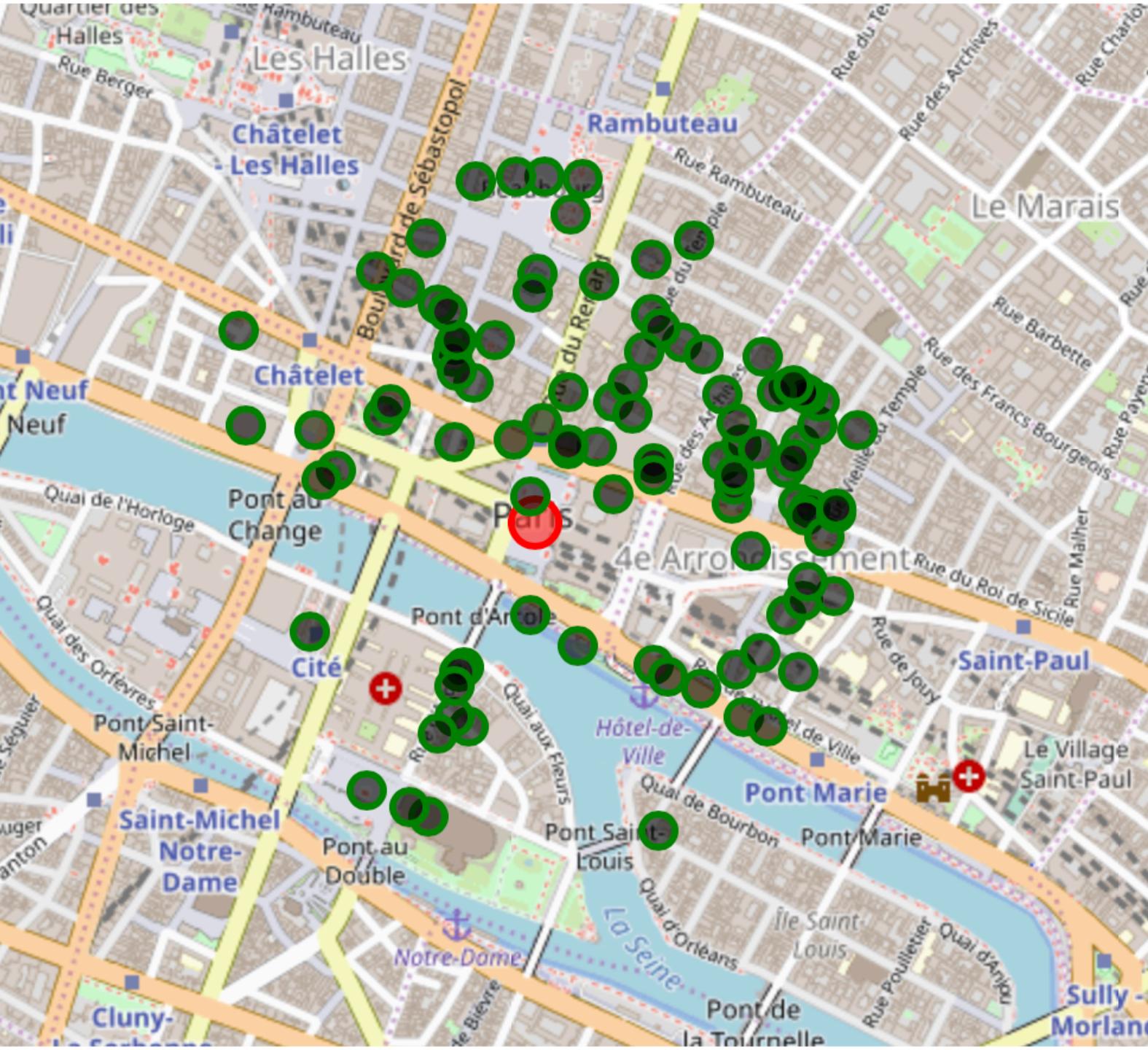
Number categories by venue and top 10



Notre Dame de Paris

Map Visualization

Nearby spots



Research of Spots - Notre Dame

VISUALIZATION WITH WORLD CLOUD

A visualisation method that displays how frequently words appear in a given body of text, by making the size of each word proportional to its frequency.





Conclusion

As we saw in this section, thanks to the Visualization World Cloud, we can conclude that Restaurant is one of the most searched words by this area. Also in the top 10 most common venues we can see that 2nd and the 3rd most common venue (Tour Eiffel and Musée du Louvre) is – Italian Restaurant. Another important point is that we don't have Italian Restaurant in the top 10 most common venue nearby Arc de Triomphe and Notre Dame de Paris. But looking in more detail we can see that search by interest's venue with cluster method we have in 3rd place the Arc de Triomphe. So, we highly recommend our client to start his business in this area.



End of the presentation

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