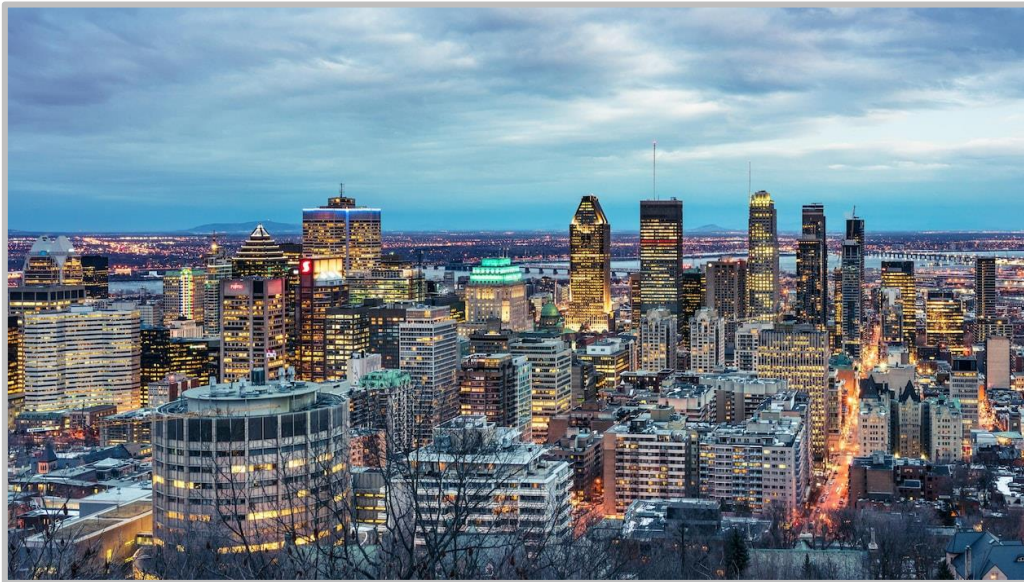


# Capstone Project

## Battle of neighborhoods



Find the right area to open a new French Restaurant  
in **Montreal**, Canada



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# Introduction/Business Problem section

## Introduction: my personal experience with Montreal

I came in 2014 in Montreal during 2 weeks for holidays.

As a European guy, It was the first time (and the only) I had the opportunity to visit Canada, and especially this beautiful city.

Montreal represents for me a real multicultural city, modern and dynamic, with a lot of spots for arts, restaurants and tourism. The openness of this city and its people made me think many times about the advisability of starting a business in this place. I will take the opportunity of this Capstone project to evaluate where this kind of project could be done in Montreal.

## Business Problem section

Be able to find the right place to open a new business is not an easy thing. Competitors and locations are important variables which need to be taken account before to start such a project.

Data Science offers the possibility to make analysis and studies at the beginning of the project building; Open Data and algorithms can now help us to take the best decision. Our problematic is the following:

⇒ *In which area of Montreal could be opened a French Restaurant?*

Thanks to Foursquare API, to Open Data and to a clustering algorithm, the following study will propose acceptable areas to open a new burger restaurant (or American Restaurant) in Montreal.

## Target Audience

The target of this analysis is potential investors or people who want to start a new Business. Due to my nationality and the French culture of Montreal, the choice was done on "French Restaurant".

Banks involved in the business plan of such a project could also be interested by this Data Science analysis.

## Data Available

Open Data used come from the website <https://donnees.montreal.ca>

The geographical coordinates used from this website concern the police posts in Montreal. These Data allow us to identify the main areas of this city and give us a representative view of the split of this city in term of human activities: these coordinates will give us the opportunity to check the venues around all over the city.

In a second steps, thanks to the Foursquare API, we will associate the venues related to these areas.