

Opening a bubble tea shop in Paris

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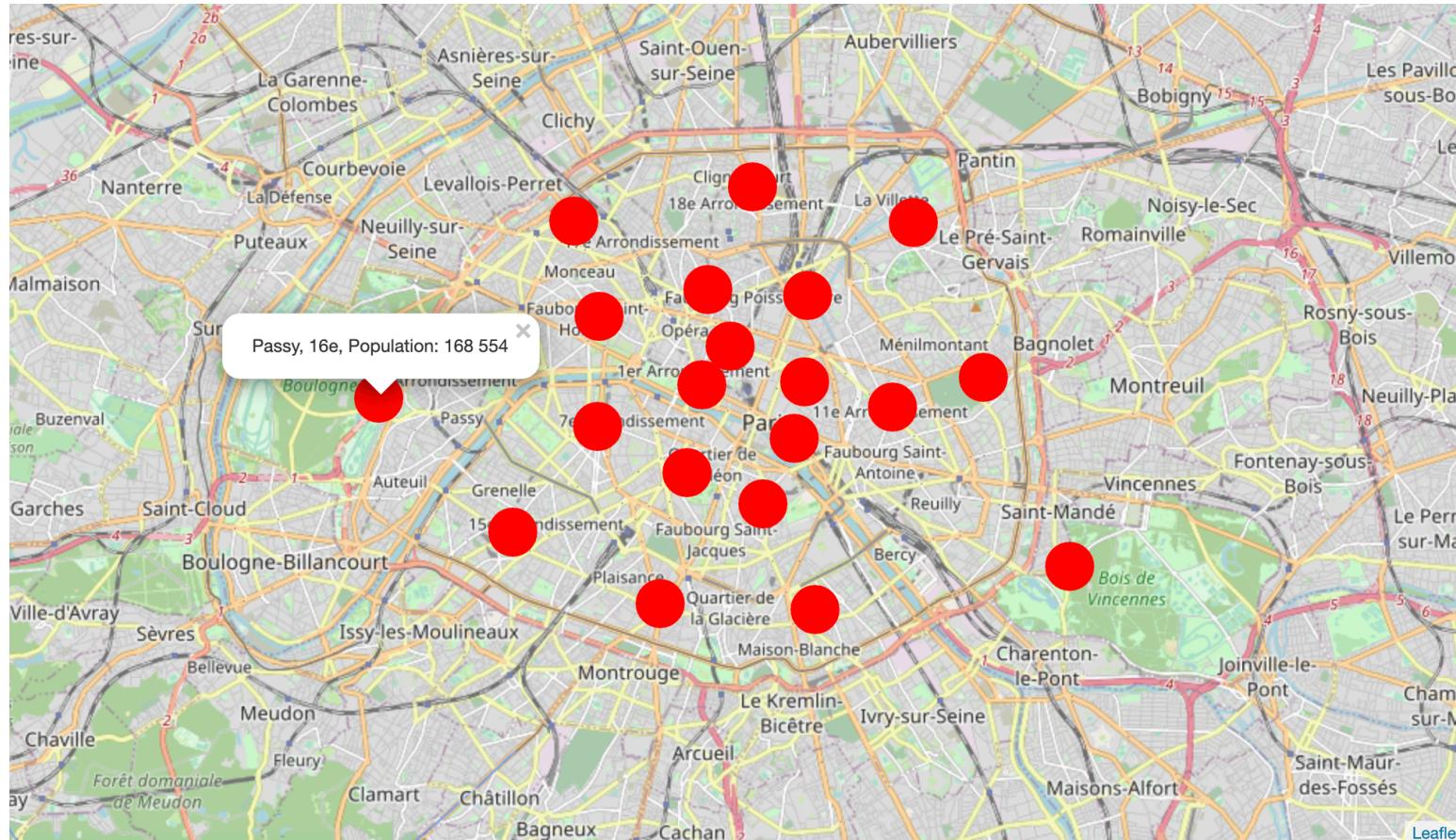
Opening a bubble tea shop in Paris

- Trend around a drink : bubble tea
- Origin : Taiwanese
- Bubble tea shops are not in each Paris neighborhood
- Find where to set up bubble tea shops
- Find a bubble tea shop just a few minutes from home for bubble tea addict

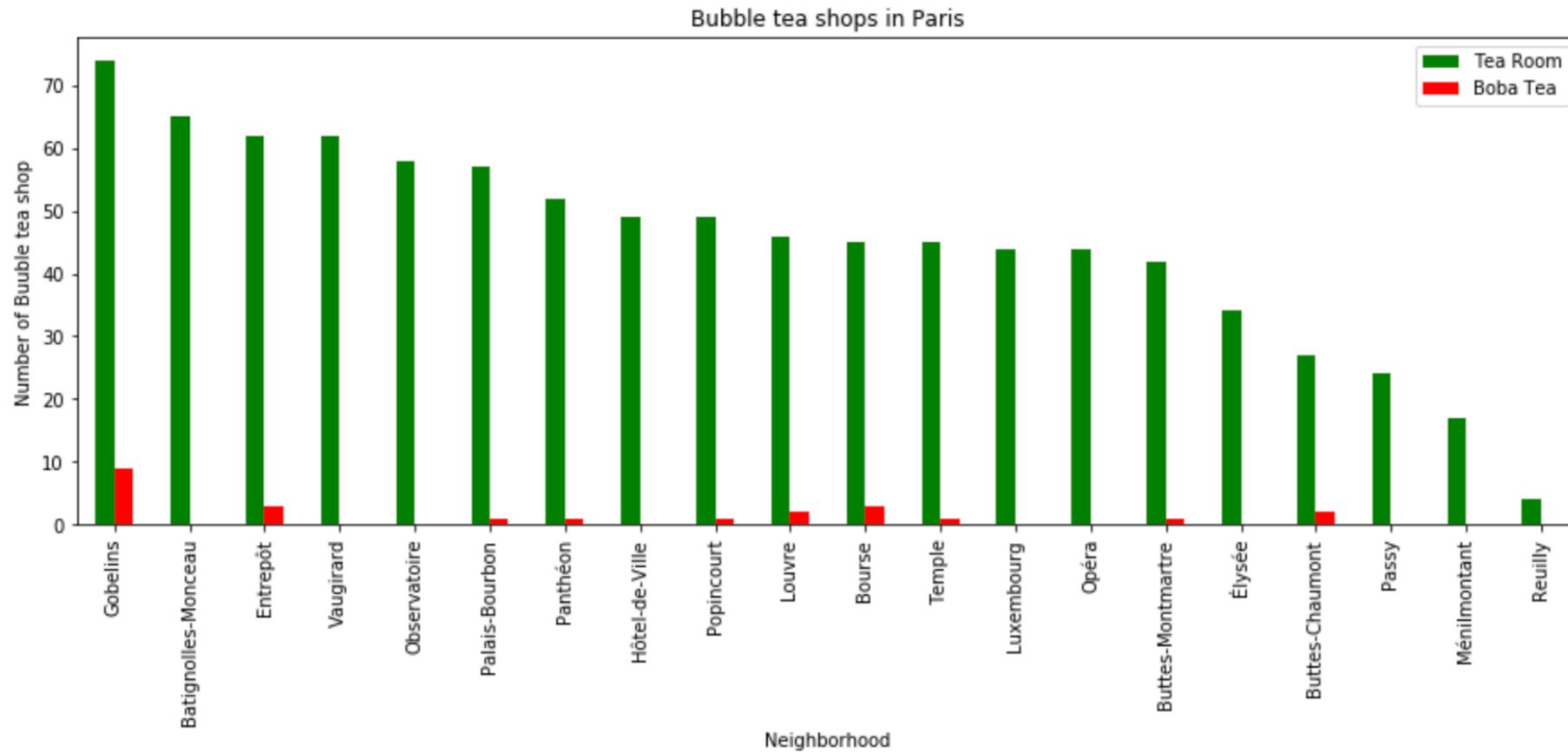
Data acquisition & cleaning

- Borough, Neighborhood, Population (2017) from Wikipedia ('Arrondissement de Paris')
- Geographical coordinates from Opendataset (Arrondissements municipaux millésimés)
- Cleaned data contained 16 features

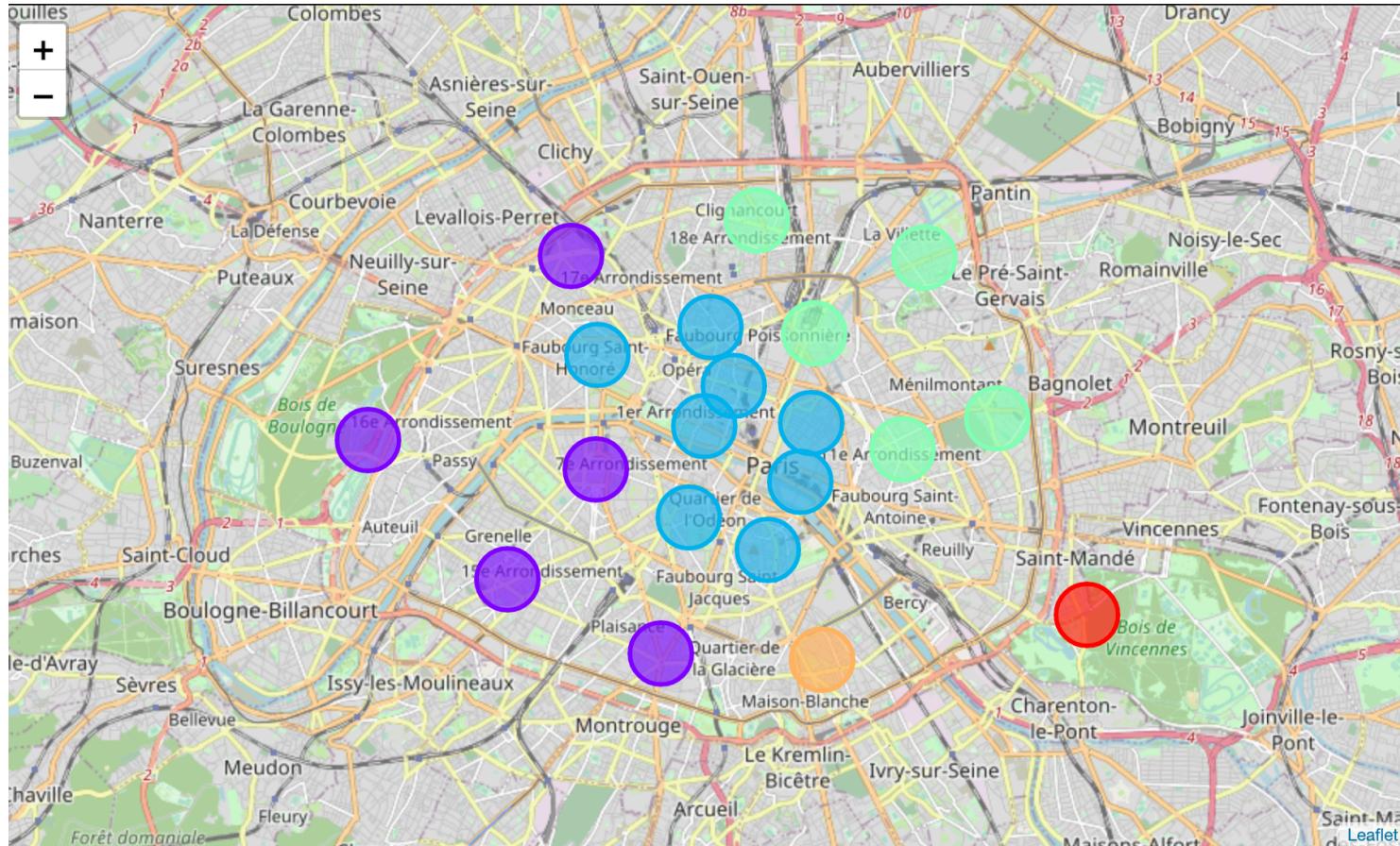
Borough of Paris



Bubble tea shops in each borough



Clusters



Conclusion

- Place a bubble tea shop per cluster
- Add streets to know which one is the best to place bubble tea shops
- Add a bubble tea shop for each neighborhood who do not have one

