SETTING UP A BUSINESS IN THE CITY OF NICE IN THE COTE D'AZUR REGION OF FRANCE

INTRODUCTION: BUSINESS PROBLEM

A client wants to invest in a business in Nice. Nice is a very popular destination for tourists for its exquisite beaches and warm coastal temperature throughout the year. Before investing, he wants to get an idea of the popular venues of Nice. This will help the client in deciding the type of business he would like to invest in.
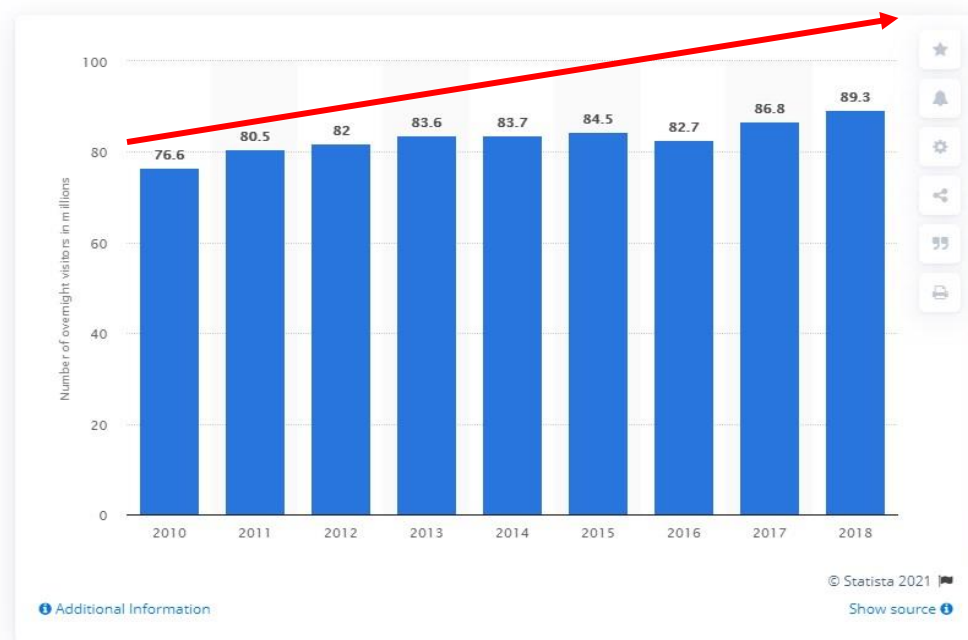
BACKGROUND OF NICE, FRANCE

- **Nice is a very popular destination in the Cote d'Azur region of France due to its exotic beaches.**

- **Nice receives visitors from the whole world.**

- **Number one tourist destination after Paris.**

- **40% of the tourist flow on the French Riviera, worth 1.5 billion in economic benefits.**
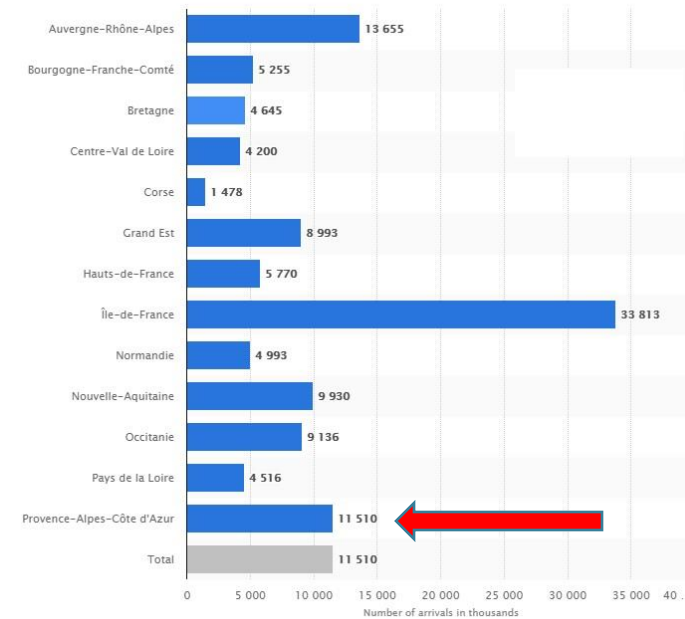
A PEEK INTO SOME TOURISM STATISTICS(SOURCE-STATISTA)

Number of tourists who visited France from 2010-2018:

The graph shows constant rise in tourism in the time period 2010-2018

Regions of France based on their popularity among tourists:

Cote d'Azur is the third most popular region of France

DATA SECTION

- **Data of popular venues and restaurants in Nice were generated using Foursquare API.**

- **Necessary cleaning was done to drop unwanted columns so that the dataframe contained only the list of popular venues and restaurants along with their latitudes and longitudes.**

- **To visualize the location of these venues. Folium was used to generate the maps.**

- **Matplotlib was used to generate the necessary statistics from which insights could be gained.**

- **There were 30 rows in each dataframe after cleaning.**

Venues dataframe

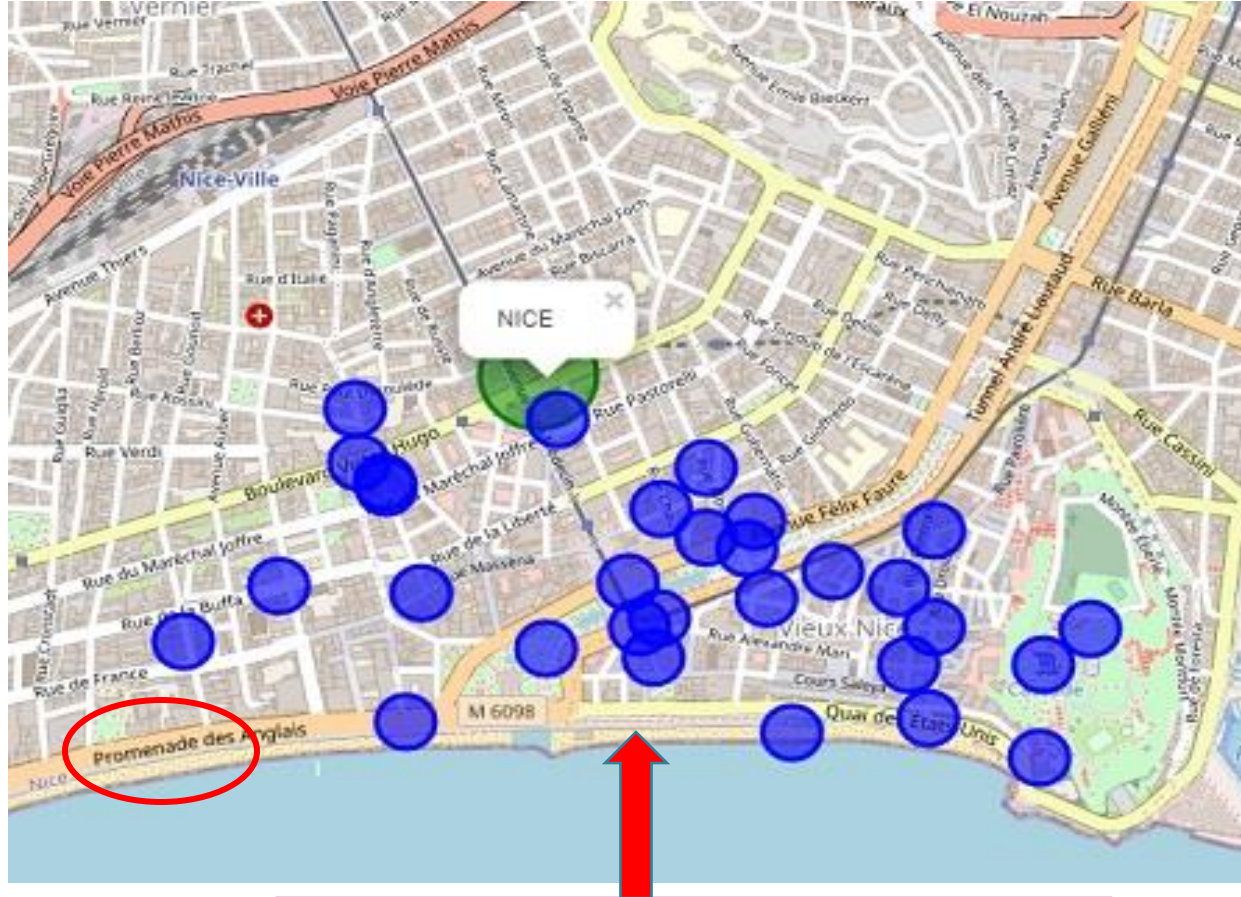|	name	categories	lat	lng
0	Place Masséna	Plaza	43.697313	7.270372
1	Promenade du Paillon	Park	43.697924	7.272986
2	Le Séjour Café	French Restaurant	43.698960	7.265046
3	La Fontaine du Soleil (Fontaine du Soleil)	Fountain	43.696558	7.270635
4	LAC Chocolatier	Chocolate Shop	43.698608	7.271108
5	Promenade des Anglais	Waterfront	43.694917	7.265499
6	Peixes	Seafood Restaurant	43.696015	7.270932
7	Mon Petit Café	French Restaurant	43.699053	7.264998
8	Amorino	Ice Cream Shop	43.697150	7.265841
9	Les Deux Canailles	French Restaurant	43.698089	7.272101

Restaurants dataframe

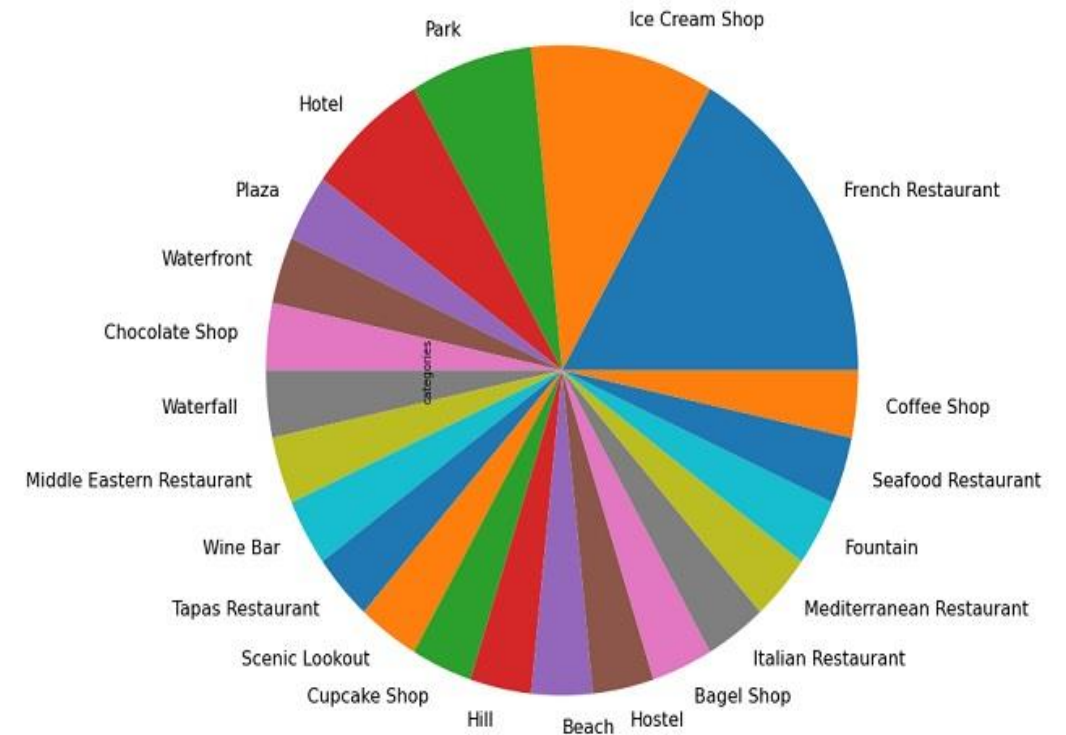|	name	categories	lat	lng
0	Restaurant d'Angleterre	French Restaurant	43.703514	7.264452
1	Restaurant Zen	Japanese Restaurant	43.703724	7.264572
2	Havvelie Le Rajaa Bar Restaurant Indien	Indian Restaurant	43.704262	7.264722
3	L'Horloge Restaurant	French Restaurant	43.697930	7.272143
4	Restaurant du Gesù	Mediterranean Restaurant	43.696779	7.277080
5	Davisto Restaurant	Italian Restaurant	43.695429	7.255191
6	Restaurant nice centre Casa Nissa	Italian Restaurant	43.698149	7.270324
7	Restaurant Le Mllo's	Mediterranean Restaurant	43.703526	7.265863
8	Restaurant Les Quatre Saisons	Italian Restaurant	43.701692	7.264117
9	Restaurant Poséidon	Seafood Restaurant	43.700668	7.272517

METHODOLOGY: EXPLORATORY DATA ANALYSIS

Location of popular venues

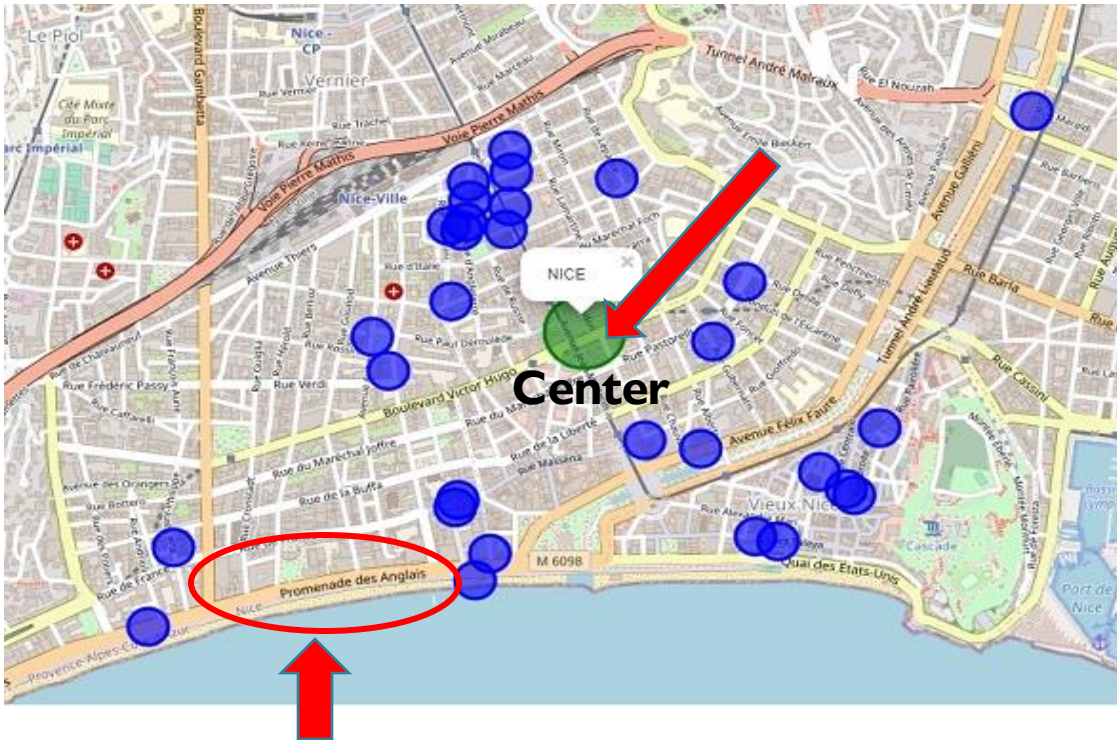Majority of popular venues were close to the promenade and beach.

Venue statistics

Top venues/business-1.French restaurants
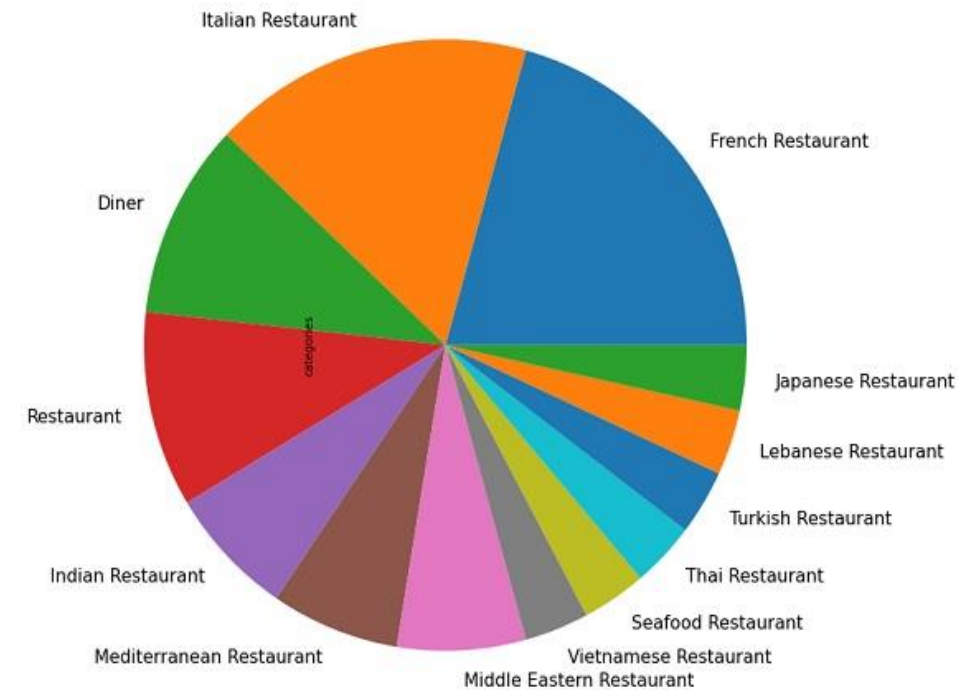2.Icecream shops 3.Hotels

EXPLORATORY DATA ANALYSIS

Location of popular restaurants

Most restaurants are located close to the center while few are scattered near the promenade and waterfront

Restaurants statistics

Top 3 most popular restaurant type-1.French restaurant 2. Italian restaurant 3. Diners

RESULTS AND DISCUSSION

- There are total **30 popular venues within a radius of 5000 meter from** the center of Nice.

- The **three most popular venues/business are: French Restaurants, ice cream shops and hotels.**

- Nice being a very popular tourist destination attracts a large number of tourists from all over the world every year. So hotels will be one of the top popular venues or business here.

- Food is a very attractive business for tourist areas hence French restaurants lists the top of popular venues.

- There are total **30 popular restaurants within 5000 meters radius** from the center of Nice.

- The **top three restaurants category are: French, Italian and basic diners.**

- All the popular venues and restaurants are either located close to the city center or close to the promenade and waterfront.

CONCLUSION

- After analyzing the data and gaining various insights from it, I would like to suggest a client or possible stakeholders to invest in food business like Restaurants as we have seen that Restaurants are the most popular venues in Nice.

- French restaurants and Italian restaurants are the highest in numbers, it would be wise to invest in other cuisine type to avoid huge competition.

- Mediterranean cuisine is gaining popularity nowadays, so investing in a Mediterranean restaurant will be a better option as there are only two Mediterranean restaurants in Nice.

- Another good business can be investing in an ice-cream shop which must be preferably located close to the promenade or waterfront.

- **Possible Stakeholders: This project is going to be an interest to anyone or any group who is looking forward to investing in a business in Nice. In post-pandemic world, tourism is going to rise again as people will be more than happy to step outside and explore and break free from the confinements of their homes.**