

Searching for the best place in Paris to have a restaurant

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I. Introduction/Business Problem

a. Background

Paul is a chef who works in a great Paris restaurant called Fouquet's. He worked in this restaurant for 15 years and has always done a good job. Today, Paul's ambition is to open his restaurant in Paris and have his own employees. It will be a French restaurant. Paul asks himself a single question: what is the best place to open his restaurant? He would like to open it in a place frequented by many people to maximize his income. So, let's get try to help Paul finding the BEST place!

b. Target audience

We want to help Paul. But this problem can be applied to all contractors, especially contractors in the commercial sector who want to make the most benefit of their business.

We all know that it is more interesting to develop a business in popular sectors especially if the business is directly aimed at consumers. For an electricity supplier company for example, it is not mandatory for it to be in a popular area because generally the subscription to an electricity contract is generally done by phone or internet. Nobody moves to the company for that. On the other side, people often go on site when having lunch or dinner, in a well-attended restaurant allocated in a pleasant area. So it's more interesting to place a restaurant near popular places.

II. Data

I will select the popular places where people like to go. Because these places are very frequented by people and so after good hours of shopping or cinema, they are probably hungry.

To do that, I will use Foursquare location data to select the most popular places in Paris. I will first use a geolocator to get the longitude and latitude of Paris and then I will pass it on the url calling Foursquare API. I will use the exploring mode while calling at Foursquare. This will return me several data about popular places such as name, id, categories, longitude, latitude, address ...