

Coursera Capstone Project  
**Opening a café in Paris**

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## Background

Cafes are currently among the most popular places in the world. One can use cafes in different cases: spending time with friends, working, relaxing, or just having a snack. So, it seems that such places can be really profitable. If somebody wants to open such a place and make profit, this café should either have either close to no competition or the price/quality ratio should be better than the rest of the competition. However, most of the cafes suggest almost the same price/quality ratio, so it is pretty naïve to think that the new café can easily beat the competitors. So, we have to make sure that competition is low.

Let's take Paris as an example. It is known to have a lot of tourists throughout the year and already a lot of cafes to fulfill the demand. However, we would like to see the place, where it may be possible to open a new café without massive competition.

## The problem

Using data science and machine learning methods, find a place in the capital of France, Paris, where opening a new cafe may be the most profitable.