Perfect Beer Bar Location in Paris

Introduction

Paris is one of the most beautiful cities in the world and it is one of the top destinations for tourists[1]. With the population of over 2 million people, Paris is a capital of a country whose nation definitely enjoys to spend some time over a glass wine or beer as France is among the most drinking countries[2]. Therefore, Paris is a perfect place to open a beer bar where tourists can rest after long time of sightseeing and locals enjoy a chat with friends. Although the number of bars in the city accedes 4000, according to some sources[3], present bars mostly propose wine or Belgium types of beer. There is a huge potential in setting up a bar with locally crafted beers such as ales, porters or stouts. The newly open bar will possess a microbrewery which is a relatively low-cost investment[4], but this step will enhance bar's uniqueness and make more competitive.

However, a preliminary study of the city area is required to benefit from a chosen location which appears to be crucial for this business. It is important to take into account different factors such as proximity of tourist attractions, number of rivals in neighbourhood and their rating, rent costs, etc. With this regards, it is important to extract relevant data which might help to choose a perfect location for a bar. The tools of data science and machine learning will make a great contribution in finding the position.

This business case is aimed on those who plan to open a new beer place in Paris and do not know where to do it and how to organise the search. The key factors to identify the problem will be defined and data, harvested from various websites (including Foursqure location data), will help to make the final decision.

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[1]https://bigseventravel.com/2019/08/50-most-visited-cities-in-the-world/
[2]https://www.worldatlas.com/articles/who-drinks-the-most-alcohol-consumption-by-country.html
[3]http://www.worldcitiescultureforum.com/data/number-of-bars
[4]https://www.telegraph.co.uk/men/the-filter/11329984/How-easy-is-it-to-start-your-own-microbrewery.html