

What kind of venue to open in Paris  
and where to open it?

# Why be interested in opening a venue in Paris ?

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- ▶ Paris is the most visited capital in the World
- ▶ More than 50 millions tourists every year, a lot of income comes from tourism
- ▶ Any venue helpful to tourist would generate revenue
- ▶ What kind of venue and what location to optimise the revenue ?



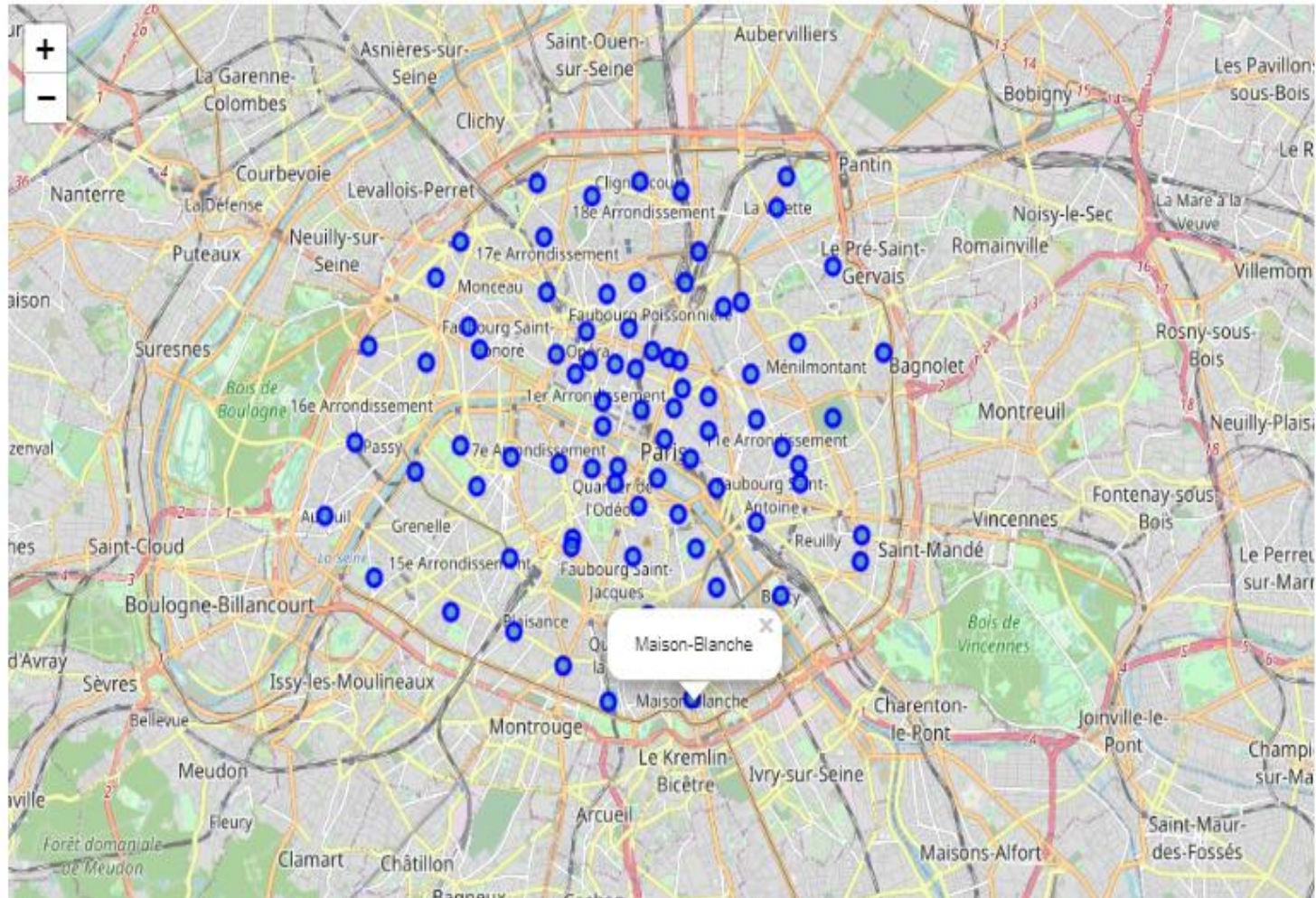
# Data acquisition

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- ▶ Neighborhood list acquired by scraping [https://en.wikipedia.org/wiki/Quarters\\_of\\_Paris](https://en.wikipedia.org/wiki/Quarters_of_Paris)
- ▶ Coordinates of neighborhood acquired using Geocoder packages
- ▶ Venues acquired using Foursquare API
- ▶ No duplicates, not useful columns were dropped
- ▶ Final data contains 2322 rows and 7 columns



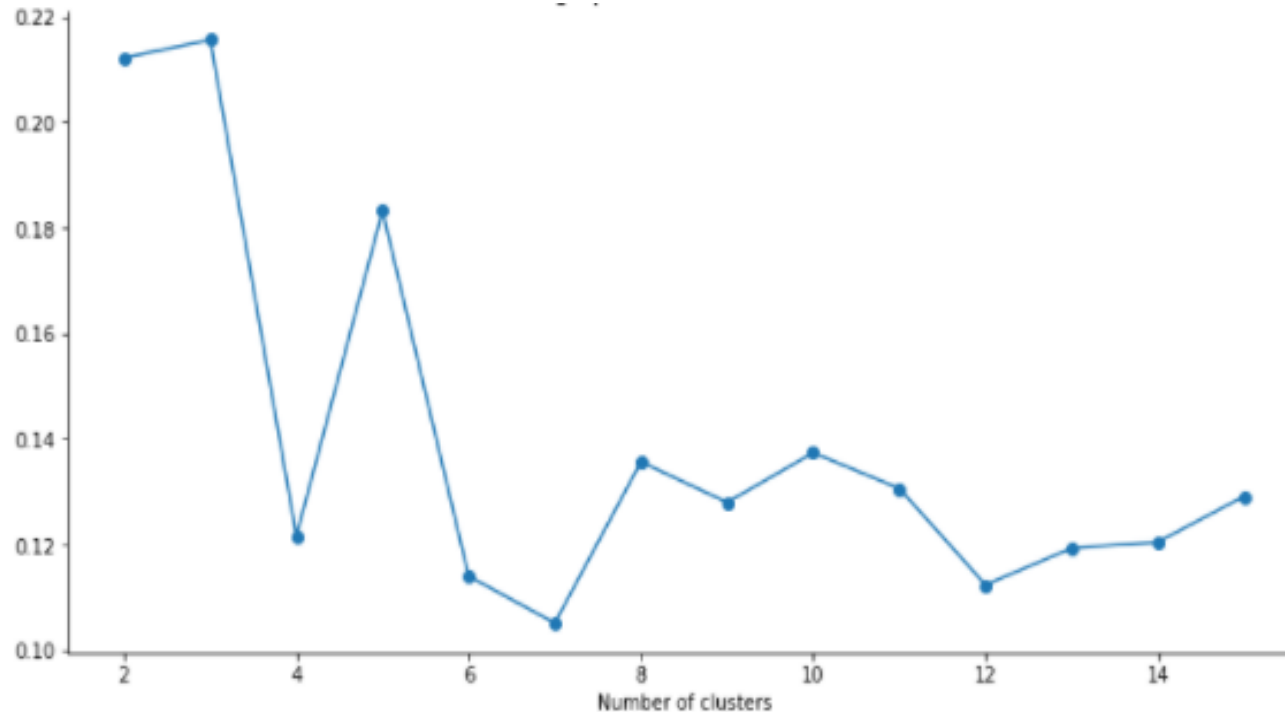
# Using Folium for visualization



Neighborhood are equally spread, a bit more concentrated in the center

# Using Silhouette Score for Clustering

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Silhouette Score helped us determine that the optimal number of cluster was 3







3 clusters, using only restaurants venues. Clusters reflects at what point French Cuisine is dominant in the neighborhood

# Conclusion and recommendation

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- ▶ This model was built to help locate the perfect place to open a restaurant
- ▶ French restaurant seems to be the dominant kind
- ▶ Cluster n°2 shows where French Cuisine is the less dominant
- ▶ Recommendation is to open a French Restaurant in a neighborhood of Cluster n°2, near to the city center, where there are the most tourists
- ▶ Recommendation of Chaussée d'Antin or La Madeleine Neighborhood

