



# Coursera Capston

WHERE TO OPEN A PUB IN TOULOUSE

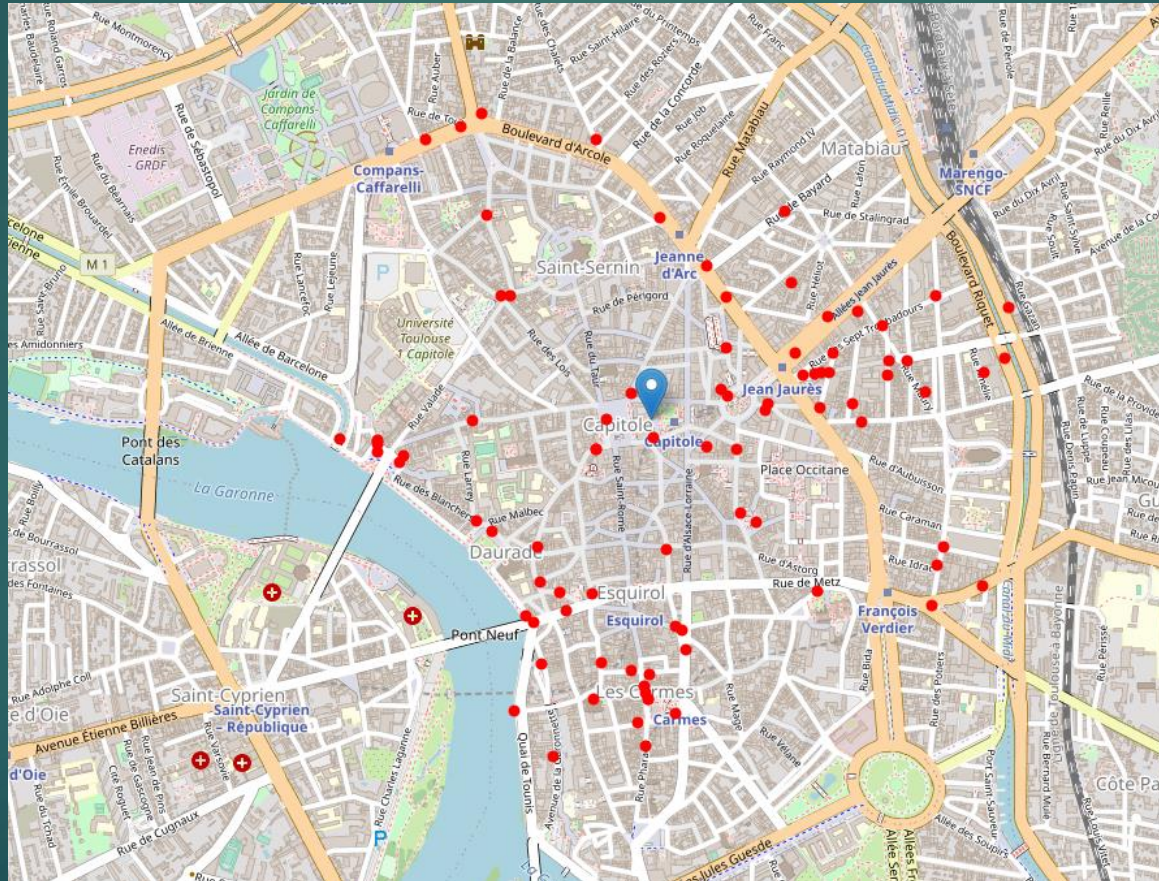
# Toulouse overview

- ▶ Toulouse is a young and dynamic city
  - ▶ It is the second largest student city in France
  - ▶ It has a lot of young engineer
  - ▶ They all like beer
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- ▶ Where to open a new pub in the city center ?

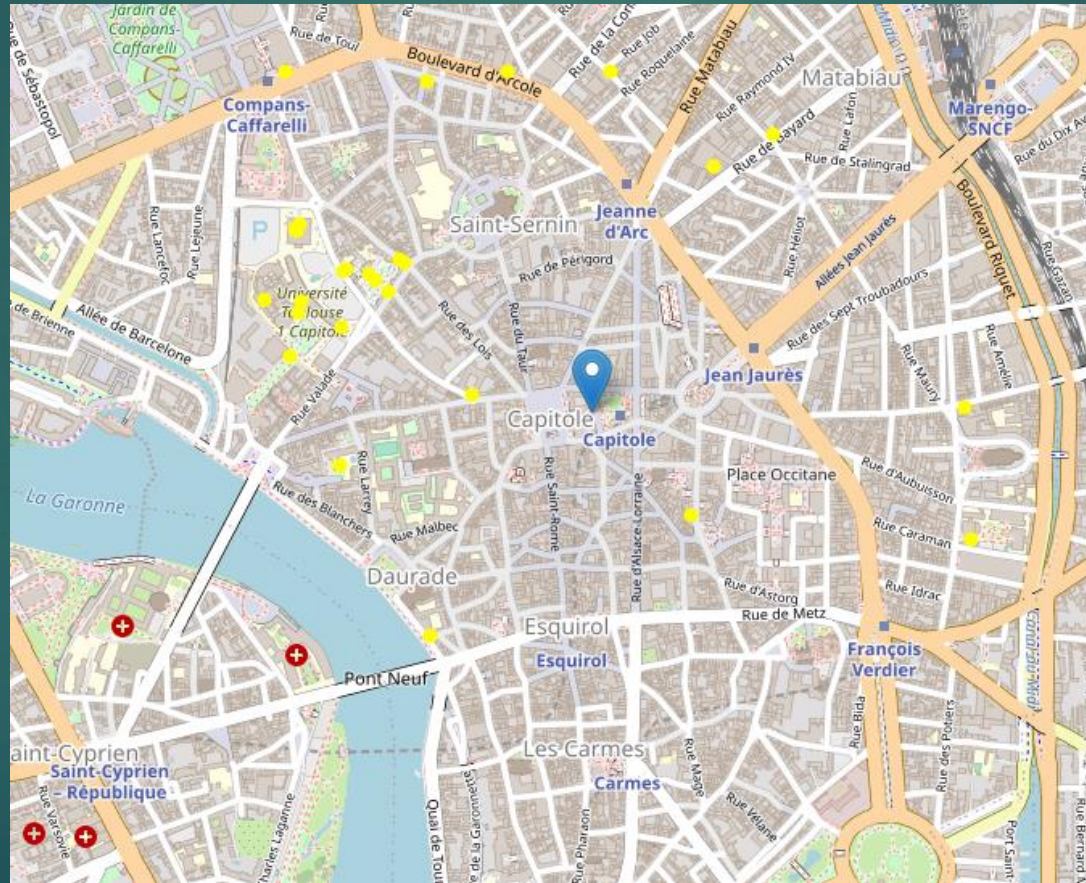
# Data to be used

- ▶ Foursquare for venues, universities, companies
- ▶ Toulouse Metropole Open Data website for bus stops and subway stations

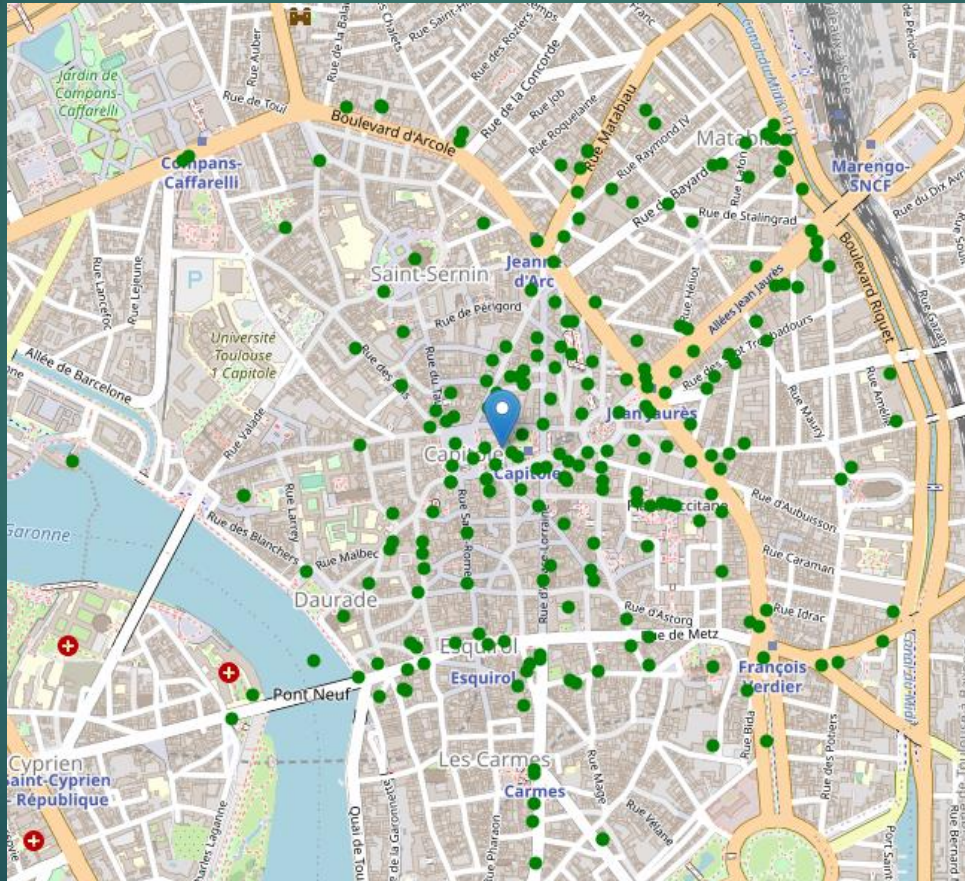
# There are no pubs in the city-center of Toulouse





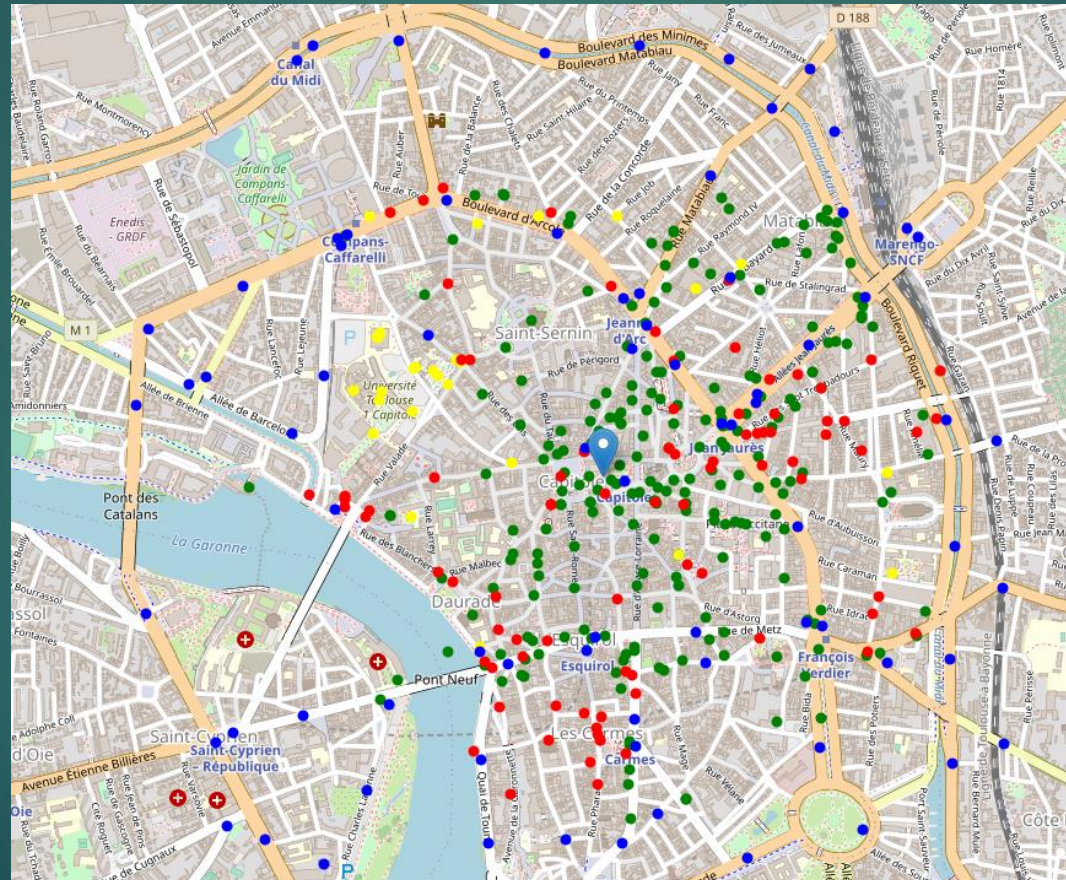


There are also a lot of shops  
/ companies nearby = potential customers





# All in all, the actual venues don't match the public transportation



Bus stop / subway station  
University  
Shops / companies  
Competitors

# Is the best place to settle where there are the most customers ?



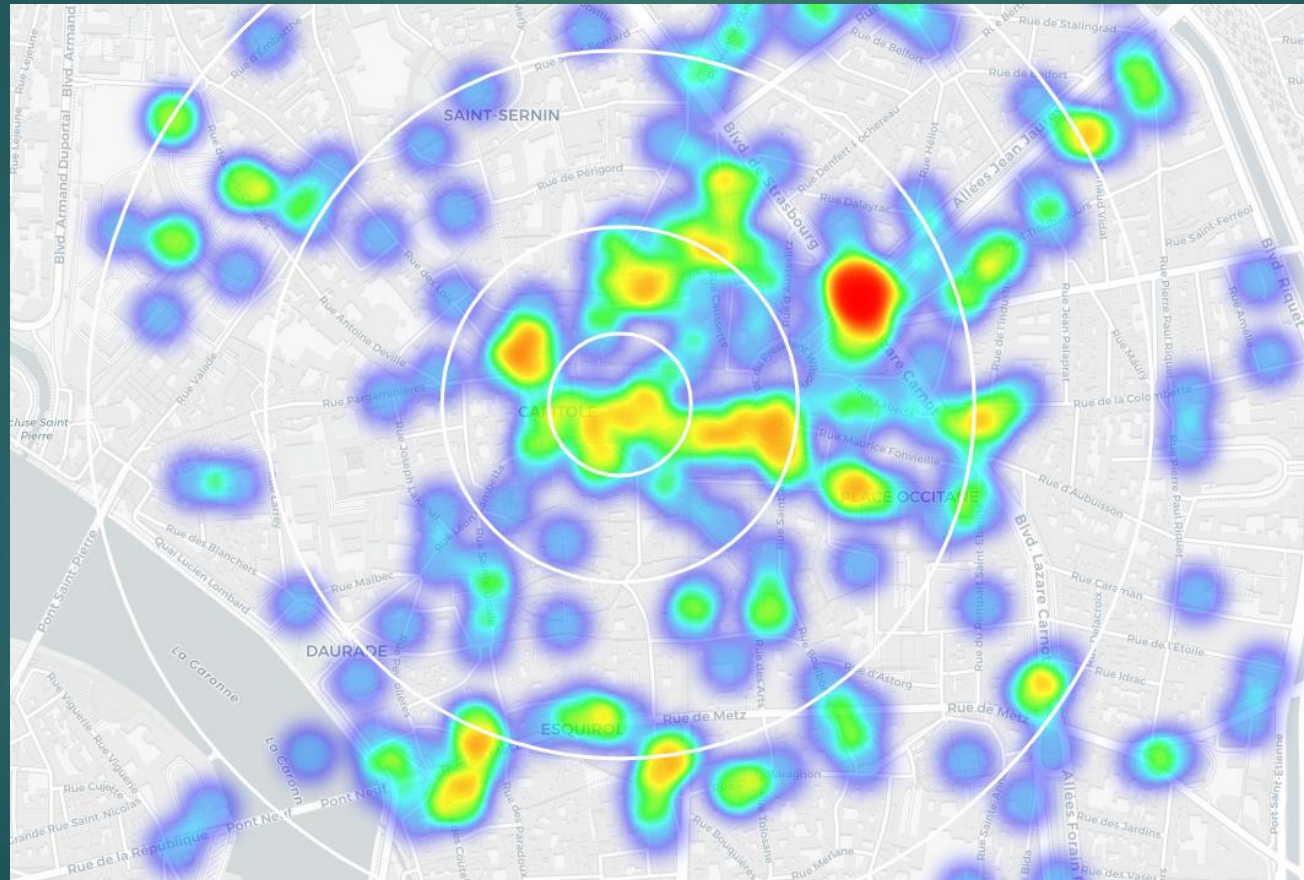
Several potential locations near the city-center

BUT

Doesnot take into account transportation



# Weighed heat map with square distance to nearby bus stop



Account for laziness of people : after leaving work, they got to grab a beer then go home

However, does not account for price of the building and number of people working in each location...