Bikes sales and repairs shops in Paris using geographical data

1. Description of the problem and background

1.1. Background

In 2015, a constatation has been made that Paris was among the european capitals were citizen use bike the least. Only 2 % of distances were made by bike which drastically contrast with cities like Copenhagen, Amsterdam or Berlin with 31%, 22% and 13% of distance made by bike [ref].

 Therefore the Paris's city council decided the launch the program "Paris, world capital of bike" aiming at reversing the situation and make paris the top capital of the world where bike is used the most. Between 2015 - 2020 many realisations have been made including constructing new bikeways, the reduction speed limit incertain avenues and roads in Paris to insure safety cycling. In 2020 some statistic revealed that the usage of bike in paris has increased to above 15 % [ref, ref].

1.2. Business Problem

As investor in the sector of bike selling or reparation, such an increase of bike usage represents a great business opportunity.

The objective of this project is to find an optimal location for a bike shops either for selling, reparation or both. The location of interest should preferentially has no many bike shops nearby and should be dense of bike users**.**

A second objective of the project is be to know borough or neighborhood more efficiently cover by bike facilities including bikeways and sharing shops. This can be interesting to citizen willing to make things easier by using a bike instead of a car giving the jump in the traffic and difficulties finding a parking which in fact may be expensive.