

Finding the Most Promising Neighbourhoods in Paris for a New Bubble Tea Shop Business

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1. Introduction

1.1. Background

Bubble Tea Shops are relatively new venues in the city of Paris. They sell various kinds of tea beverages (black, green, etc.) with customizable features (toppings, quantity of sugar, flavours, etc.). This allows almost everybody to find their ideal drink. For these reasons, they are getting more and more popular in Eastern Asia (China and Japan especially) and also in Paris.

As these places are still relatively new and more and more popular, it can be advantageous for investors to determine which neighbourhoods are the best candidates to open their new bubble tea shop business, to get a piece of an increasingly large cake.

1.2. Problem

We need to find neighbourhoods with the least amount competition i.e., tea and coffee shops. As these shops are extremely popular in eastern Asia, we will try to find neighbourhoods where people who likes eastern Asian culture and cuisine go.

To go a bit further, we are also interested in places close to park, shopping points and monuments, as these drinks tend to be consumed outside with friends whenever possible.

For this project, we will consider we are in a “non-Covid” environment.

1.3. Interest

The results can be interesting for anyone who would like to open a new business in Paris.

2. Data acquisition

Factors that will influence our decision are:

- Whether tea & coffee shops are common or not in the neighbourhood
- The influence of the Asian cuisine
- The attractiveness of the neighbourhood (park, garden, shopping points, monuments)
- The GPS coordinates can be extracted in Wikipedia via Web Scraping (French page is available for each neighbourhood), so we will use them for this project.

The complete list of data needed is then the following:

- Name of neighbourhoods (Web Scrapping on [Wikipedia](#))

Quarters of Paris

From Wikipedia, the free encyclopedia

This article is about Paris' administrative 'quartier' subdivisions. For info about Paris' historical quarters, see [Historical quarters of Paris](#).
Each of Paris' 20 administrative districts (or [arrondissements](#)) are officially divided into 4 [quartiers](#);^[1] outside administrative us themselves, and have no specific administration or political representation attached to them.^[2]

Arrondissement (Districts)	Quartiers (Quarters)	Population in 1999 ^[3]	Area (hectares) ^[3]	Map
1st arrondissement (Called "du Louvre")	1st Saint-Germain-l'Auxerrois	1,672	86.9	
	2nd Les Halles	8,984	41.2	
	3rd Palais-Royal	3,195	27.4	
	4th Place-Vendôme	3,044	26.9	
2nd arrondissement (Called "de la Bourse")	5th Gaillon	1,345	18.8	
	6th Vivienne	2,917	24.4	
	7th Mail	5,783	27.8	
	8th Bonne-Nouvelle	9,595	28.2	
3rd arrondissement (Called "du Temple")	9th Arts-et-Métiers	9,560	31.8	
	10th Enfants-Rouges	8,562	27.2	
	11th Archives	8,609	36.8	
	12th Sainte-Avoye	7,501	21.3	
4th arrondissement (Called "de l'Hôtel-de-Ville")	13th Saint-Merri	6,523	31.3	
	14th Saint-Gervais	10,587	42.2	
	15th Arsenal	9,474	48.7	
	16th Notre-Dame	4,087	37.9	
5th arrondissement (Called "du Panthéon")	17th Quartier Saint-Victor	11,661	60.4	
	18th Jardin-des-Plantes	18,005	79.8	
	19th Val-de-Grâce	19,492	70.4	
	20th Sorbonne	9,683	43.3	

Figure 1 Extraction of neighbourhoods' name by scraping a Wikipedia page

- GPS coordinates of neighbourhoods (Web Scrapping on Wikipedia, example [here](#))

Figure 2 Extraction of the GPS coordinates for a particular neighbourhood using its French Wikipedia page

As coordinates are given in hours, minutes and seconds, we need to make a conversion in order to get decimal values:

$$coord(decimal) = coord(hours) + \frac{coord(minutes)}{60} + \frac{coord(seconds)}{3600}$$

- The venues of interest of each neighbourhood using **Foursquare API**
- The coordinate of Paris centre will be retrieved using **the geocoder library**

Data are readily usable and no data cleaning is necessary for this project.