

Midnight in Paris

(The Battle of Neighborhoods Week 1 Capstone Project)

1. Introduction

Business Understanding

Midnight is a (Fantastic) thematic restaurant company looking to open a branch in Paris. They are interested in finding the neighborhood that best suits their charisma: love for antiques.

The restaurant prepares cuisine from all countries, offering antique-style menus. They also offer antique merchandising as a part of the dinning experience.

It is a competitive company, its main concern is to find a place where people and tourists usually enjoy existing restaurants, in areas surrounded with antiques shop and simmlar attractions.

So, the big question to solve is: **What is the best neighborhood in Paris that is best associated with antiques and has an important presence of restaurants**

Analytic Approach

As we have a prescriptive question, we will use Clasification Approach. We will use Machine Learning techniques for Clustering Neihborhood to analyze competitors restaurant types

2. Data

Data Requirements

We need to analyze neighborhoods in Paris, and use geolocalization to associate neighborhoods with restaurants and antiques shops

We will use Foursquare geolocated data to collect data about restaurants and antiques shops in Paris to analize and segment neighborhoods to find the best

Paris Neiborhoods Names (called Arrondissements) will be scrapped from Wikipedia (https://en.wikipedia.org/wiki/Arrondissements_of_Paris)

Also, each Neighborhood geolocalization data will be obtained using Nominatim GEOPY geocoder