Capstone Project
Battle of Neighborhoods-Paris

To set up new Indian restaurant in Paris

1. Introduction

1.1 Background

Paris is the capital and the most populous city of France and has a population of more than 2.1 million people. Since the 17th century, Paris has been one of Europe's major centres of finance, diplomacy, commerce, fashion, science and arts. It is the second most expensive city in the world so the residents living closer to the city center are likely to have higher

income. And Paris is the most visited city in the world due to its famous heritage sites and museums. With its diverse culture, comes diverse food items. There are many restaurants in Paris, each belonging to different categories like Chinese, Indian , French etc.

1.2 Business Problem

The main objective is to set up a new Indian restaurant in the best location in Paris.If any entrepreneur wishes to set up a new Indian restaurant,where should he/she would like to open in a best suitable place in the neighborhood and have the best chance of being successful.Inorder to achieve high success rate we must consider following factors:

- ❖ Market Places
- ❖ Competition in particular location
- ❖ Aiding places that make people come to restaurants like Gym, Entertaining Public places
- ❖ Population
- ❖ Menu from competitors.

Considering these factors, we can find the solution by using data sources provided by Wikipedia and Foursquare API and some Clustering methods.

1.3 Target Audience

- ➔ Business personnel who want to invest or open a restaurant.
- ➔ Freelancer who loves to have their own restaurant as a side business.
- ➔ Finding the best location for opening a restaurant.
- ➔ Budding Data Scientists, who want to implement some of the most used Exploratory Data Analysis techniques to obtain necessary data, analyze it and, finally, be able to tell a story out of it.

2.Data Acquisition

The data is acquired from the following sources:

- ➢ https://opendata.paris.fr/explore/dataset/arrondissements/table/?dataChart

- ➢ https://data.opendatasoft.com/explore/dataset/arrondissements%40parisdata/export/
- ➢ https://en.wikipedia.org/wiki/Arrondissements_of_Paris

These are the links to Paris data which consists of neighborhood names ,Arrondissement numbers,perimeter,longitude,latitude,and so on. We filter this data according to our requirements.We can also consider the population present in each neighborhood for our data.

We obtain geographical coordinates of Paris city and also the venues in the neighborhood using Foursquare API.We can also filter these venues to get only Indian Restaurants.This can help us in finding the best suitable place for setting up the restaurant.