



OPEN A COFFEE SHOP IN PARIS

WHERE CAN I OPEN A COFFEE SHOP IN PARIS?



POTENTIAL CUSTOMERS



COMPETITION WITH
OTHER COFFEE SHOPS



PLACE ACTIVITY

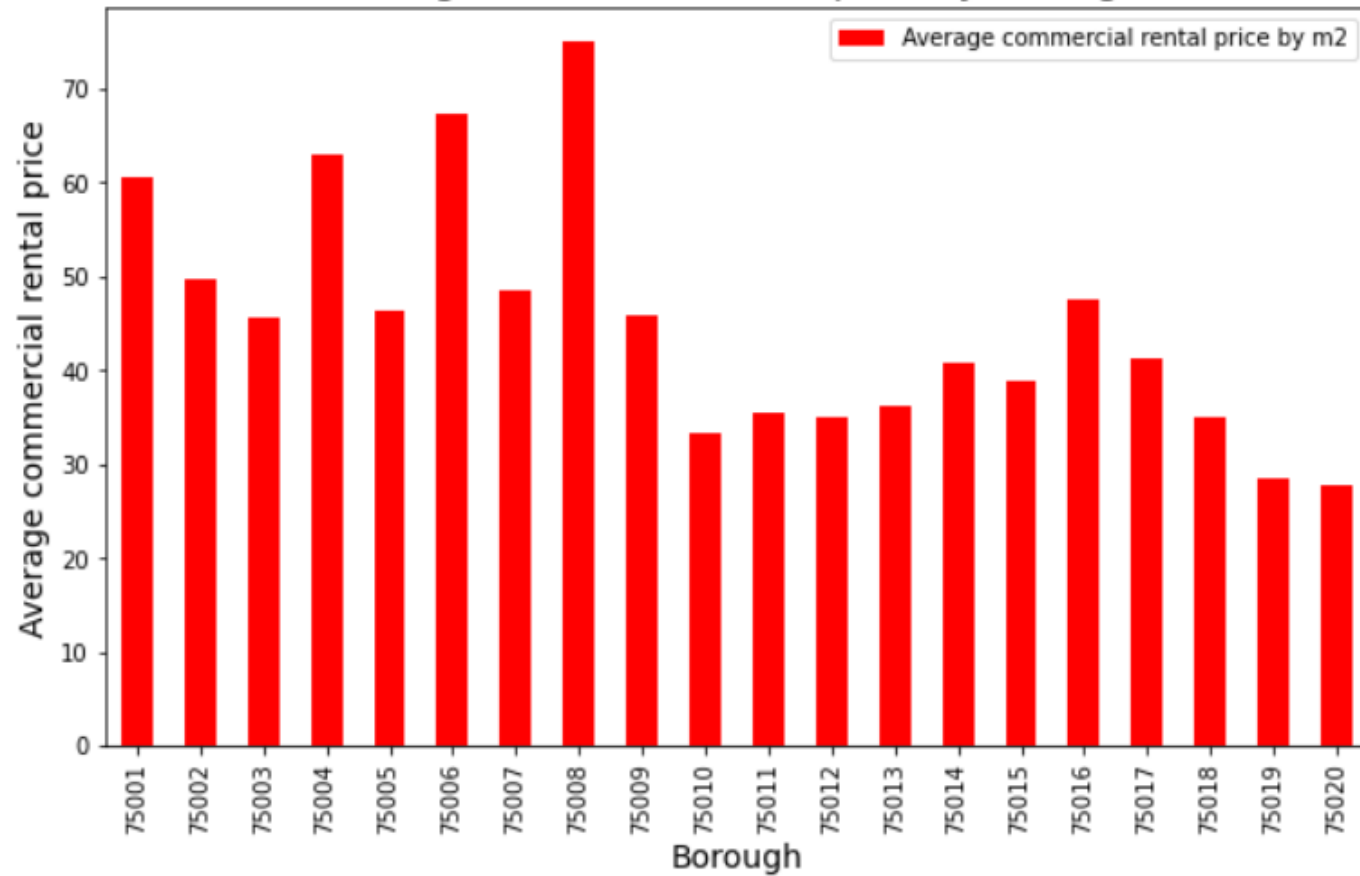


COMMERCIAL
RENTAL PRICE

DATA ACQUISITION

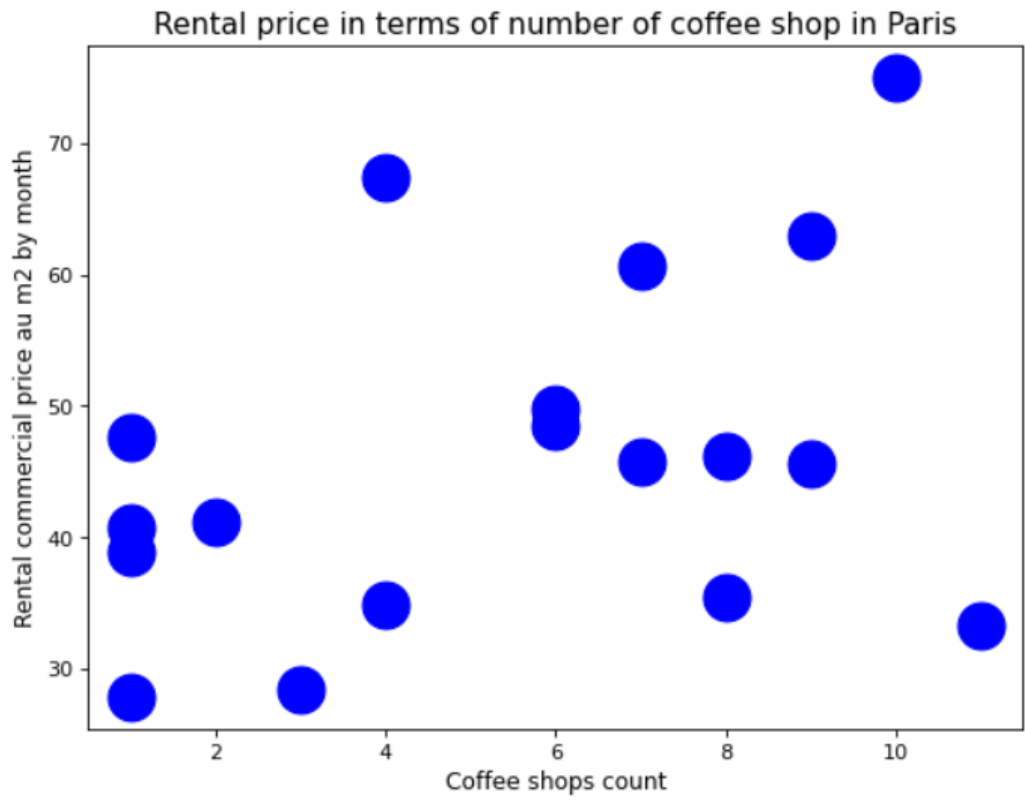
- Features of coffee shops in Paris : *name, latitude, longitude, postal code, city, address* (retrieved with Foursquare API).
- Average commercial rental prices (in m² for each borough): *postal Code, average commercial rental prices*(retrieved in this website:
<https://www.localcommercial.net/estimerloyer/38080/paris-20-arondissement.html>
)
- Boroughs's geometric informations : geometric coordinates for each Paris' borough with a geoJSON file (arrondissements.geojson downloaded in this page :
shorturl.at/iuHQX)
- Paris' venues : *name, latitude, longitude, postal code, address, category* (retrieved with Foursquare API)

Average commercial rental price by borough



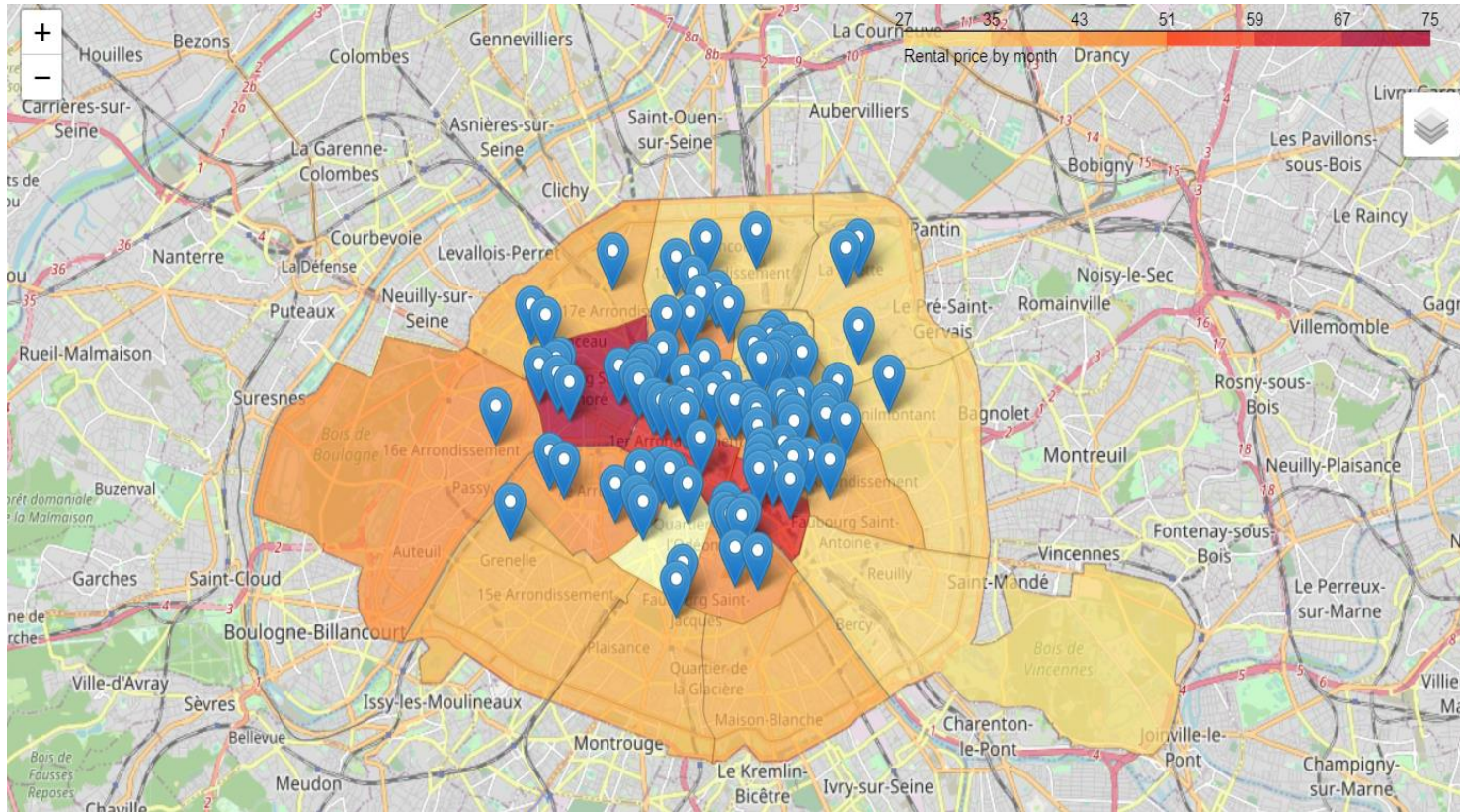
- Boroughs 75001 to 75009: high and middle high prices.
- Boroughs 75010 to 75020: middle and low prices.

AVERAGE RENTAL PRICES IN M² PER MONTH FOR EACH BOROUGH



| | Postal Code | Coffee shop | Average commercial rental price by m2 |
|----|-------------|-------------|---------------------------------------|
| 0 | 75020 | 1 | 27.833333 |
| 1 | 75016 | 1 | 47.666667 |
| 2 | 75015 | 1 | 38.833333 |
| 3 | 75014 | 1 | 40.833333 |
| 4 | 75017 | 2 | 41.250000 |
| 5 | 75019 | 3 | 28.500000 |
| 6 | 75018 | 4 | 34.916667 |
| 7 | 75006 | 4 | 67.333333 |
| 8 | 75002 | 6 | 49.750000 |
| 9 | 75007 | 6 | 48.500000 |
| 10 | 75001 | 7 | 60.666667 |
| 11 | 75009 | 7 | 45.833333 |
| 12 | 75005 | 8 | 46.250000 |
| 13 | 75011 | 8 | 35.500000 |
| 14 | 75004 | 9 | 62.916667 |
| 15 | 75003 | 9 | 45.583333 |
| 16 | 75008 | 10 | 75.000000 |
| 17 | 75010 | 11 | 33.333333 |

**AVERAGE COMMERCIAL RENTAL PRICES
DEPENDING ON THE NUMBER OF COFFEE
SHOPS**



COFFEE SHOPS AND RENTAL PRICES

Observations:

- Highest prices at the center of Paris.
- Middle and low prices close to Parisian suburb
- Borough with highest and middle rental contain most coffee shop
- Coffee shops work better at the center of Paris than in the boroughs close to parisian suburb

| Venues Postal Code | Venues | Venues Latitude | Venues Longitude | Venues City | Venues Address | Venues Category |
|--------------------|--------|-----------------|------------------|-------------|----------------|-----------------|
| 75001 | 1300 | 1300 | 1300 | 1300 | 1300 | 1300 |
| 75002 | 700 | 700 | 700 | 700 | 700 | 700 |
| 75003 | 1200 | 1200 | 1200 | 1200 | 1200 | 1200 |
| 75004 | 1800 | 1800 | 1800 | 1800 | 1800 | 1800 |
| 75005 | 1000 | 1000 | 1000 | 1000 | 1000 | 1000 |
| 75006 | 1800 | 1800 | 1800 | 1800 | 1800 | 1800 |
| 75007 | 200 | 200 | 200 | 200 | 200 | 200 |
| 75009 | 100 | 100 | 100 | 100 | 100 | 100 |
| 75010 | 600 | 600 | 600 | 600 | 600 | 600 |
| 75011 | 1200 | 1200 | 1200 | 1200 | 1200 | 1200 |
| 75012 | 100 | 100 | 100 | 100 | 100 | 100 |

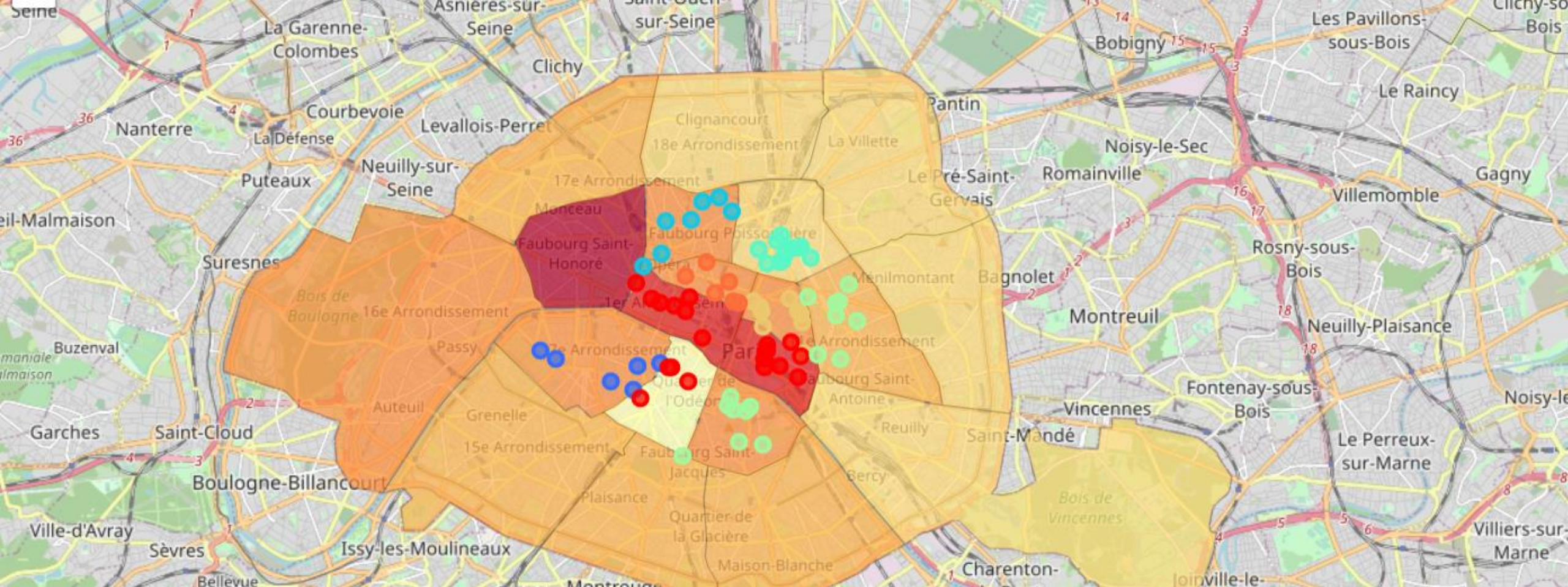
Observations:

- 5 very active boroughs : Paris 6, 4, 1, 3, 11
- Many coffee shops in those boroughs
- The more an area is active, more there will be many coffee shop in this area

ACTIVITY OF EACH BOROUGH

| | Venues Postal Code | 1st Most Common Venue | 2nd Most Common Venue | 3rd Most Common Venue | 4th Most Common Venue | 5th Most Common Venue | 6th Most Common Venue | 7th Most Common Venue | 8th Most Common Venue | 9th Most Common Venue | 10th Most Common Venue |
|----|-----------------------|-------------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|---------------------------|
| 0 | 75001 | Plaza | Art Museum | Historic Site | Women's Store | Exhibit | Fountain | Pedestrian Plaza | Garden | Udon Restaurant | Toy / Game Store |
| 1 | 75002 | Hotel | Plaza | Wine Bar | Historic Site | Beer Bar | Italian Restaurant | Pastry Shop | Church | Exhibit | Electronics Store |
| 2 | 75003 | Sandwich Place | Bubble Tea Shop | Bookstore | French Restaurant | Cocktail Bar | Coffee Shop | Supermarket | Farmers Market | Wine Bar | Vietnamese Restaurant |
| 3 | 75004 | Plaza | Souvenir Shop | Seafood Restaurant | Israeli Restaurant | Café | Cocktail Bar | Ice Cream Shop | Hotel | Restaurant | Church |
| 4 | 75005 | Portuguese Restaurant | Indie Movie Theater | French Restaurant | Comic Shop | Botanical Garden | Bookstore | Bistro | Bakery | Monument / Landmark | Dessert Shop |
| 5 | 75006 | Wine Bar | Plaza | Seafood Restaurant | Garden | Restaurant | French Restaurant | Electronics Store | Ice Cream Shop | Cocktail Bar | Clothing Store |
| 6 | 75007 | Art Gallery | Art Museum | Church | French Restaurant | Fountain | Farmers Market | Exhibit | Electronics Store | Dessert Shop | Dance Studio |
| 7 | 75009 | Hotel | Indie Movie Theater | Women's Store | Church | Fountain | Farmers Market | Exhibit | Electronics Store | Dessert Shop | Dance Studio |
| 8 | 75010 | Vegetarian / Vegan Restaurant | Hotel | Bakery | Breakfast Spot | Cocktail Bar | Cheese Shop | Women's Store | Clothing Store | Fountain | Farmers Market |
| 9 | 75011 | Italian Restaurant | Bakery | Speakeasy | Dance Studio | French Restaurant | BBQ Joint | Trattoria/Osteria | Tapas Restaurant | Coffee Shop | Bookstore |
| 10 | 75012 | Asian Restaurant | Women's Store | Church | French Restaurant | Fountain | Farmers Market | Exhibit | Electronics Store | Dessert Shop | Dance Studio |

TOP 10 MOST COMMON VENUES PER BOROUGH

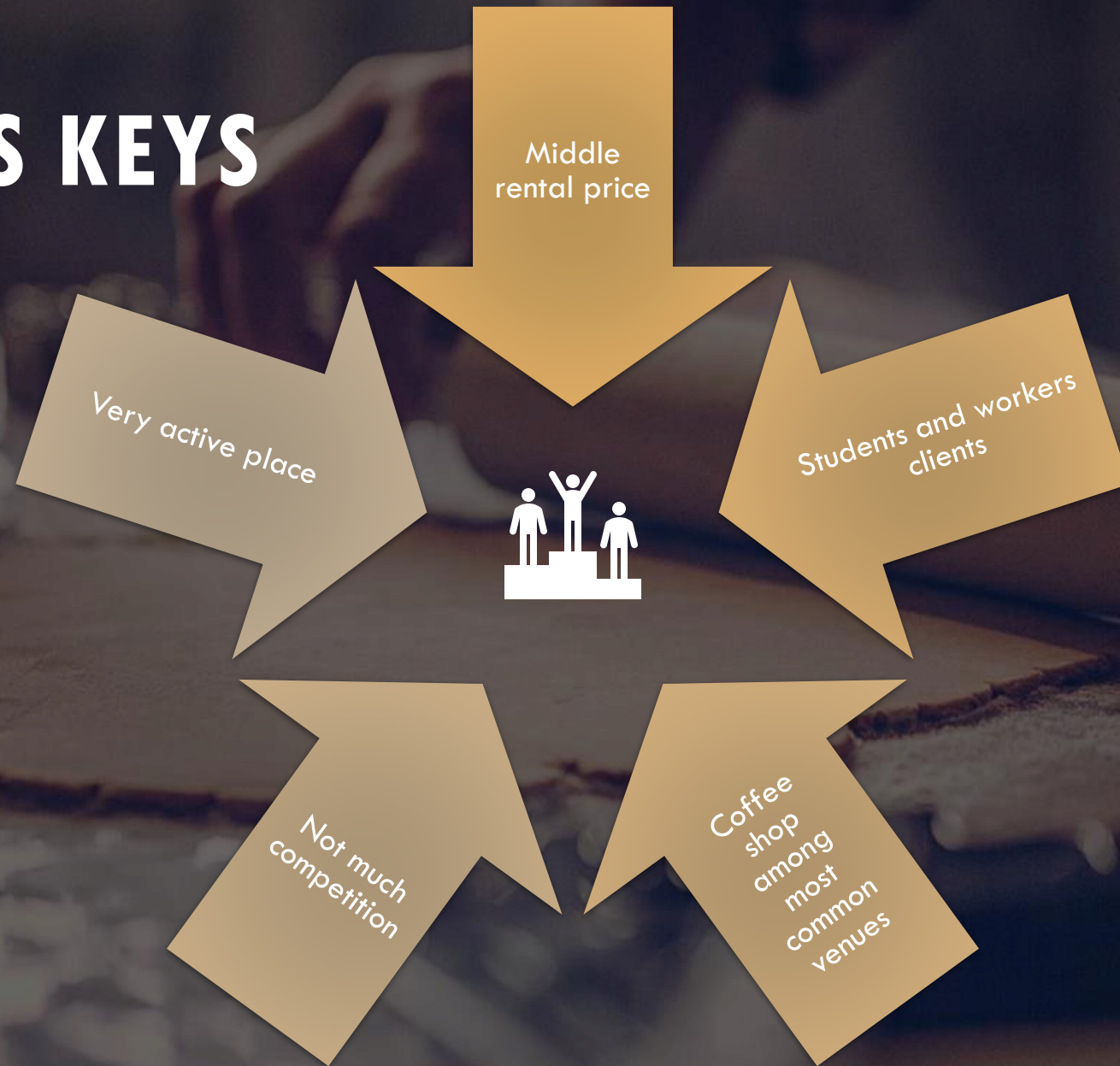


MAP OF CLUSTERS

MAKE YOUR CHOICE !

| | Price | Potential client | Coffee Venue | Coffee number | Active | Cluster |
|-------|------------|----------------------|--------------|---------------|---------------------|---------|
| 75001 | high | All kind | x | high | Very active | 0 |
| 75002 | middle | tourists | x | middle | active | 7 |
| 75003 | middle | Students/ workers | ✓ | high | Very active | 6 |
| 75004 | high | All kind | ✓ | middle | Very very active | 0 |
| 75005 | middle | Students/ workers | x | middle | Very active | 5 |
| 75006 | middle | All kind | x | middle | Very very active | 0 |
| 75007 | middle | tourists | x | middle | Not very active | 2 |
| 75008 | Very high | ----- | x | high | ----- | ----- |
| 75009 | Middle | tourists | x | middle | Not very active | 3 |
| 75010 | Middle low | tourists | x | high | active | 4 |
| 75011 | Middle low | Students/ workers | ✓ | middle | Very active | 5 |

SUCCESS KEYS



CONCLUSION AND FUTURE DIRECTIONS

The most interesting borough where I can open a coffee shop is Paris 11 because this borough contains the success keys.

According to your target and your budget, it can be interesting for you to open it in another borough.

After this study, to have a more accurate idea before opening your business, we can study what type of coffee shop opens depending on the place.

To answer to this problem we can study for example:

- the client's review of each coffee shop to see what kind of coffee shops work depending on the clientele and the area.
- the age of the customers attracted according to the kind of coffee shop (working coffee shop with wifi, cosy or other...).

THANK YOU !

Business owner I
hope that this
study will help
you !

