

## **Introduction**

Villeneuve d'Ascq, where I'm currently living, is one of the main cities of the Hauts-de-France region in France. This town is located near Lille and is famous for its scientific, business and sports facilities. Villeneuve d'Ascq is the main academic pole of the Lille metropolitan area and hosts two main campuses of the University of Lille along with five graduate schools. Villeneuve d'Ascq has more than 63000 inhabitants with a population density of 2271 people per square kilometer. Villeneuve-d'Ascq is also one of the main economic spots of the Hauts-de-France region and many multinational corporations, including Bonduelle, Cofidis and Decathlon have their head offices there.

Villeneuve d'Ascq is a great place to live and is attractive for businesses, including a restaurant business. Therefore, restaurant owners thinking about developing their business as well as entrepreneurs planning to start a restaurant business in Villeneuve d'Ascq, or investors could benefit from the analysis of the restaurant business in this town.

So, this project will be devoted to the finding of an optimal location for a new restaurant in Villeneuve d'Ascq. By optimal location I mean the place with the least number of restaurants per habitant in a specific neighborhood of this town. Therefore, we'll analyze and compare different neighborhoods in Villeneuve d'Ascq, in terms of population density and restaurant type/density, and come up with the best places for a new restaurant.

## **Data**

In order to find the best place for a new restaurant, I will first scrape a Villeneuve d'Ascq's Wikipedia page for the names of neighborhoods. Then, I'll find the geographical coordinates for each neighborhood with GeoPy. Then, I'll scrape the web for the number of inhabitants in each neighborhood. Next, I'll use Foursquare to find the venues/restaurants in each neighborhood. Then, I will do my data analysis.