

**IBM Data Science Capstone Project**

# **Exploring restaurant locations in Villeneuve d'Ascq, France**

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# Villeneuve d'Ascq in photos





# Villeneuve d'Ascq

is a great place to  
live and is  
attractive for  
businesses



**This project aims to explore restaurants in Villeneuve d'Ascq, cluster the neighborhoods by most popular restaurants, and find an optimal place for a future restaurant.**

The results of this project will:

- Uncover the most restaurant-saturated and underserved places
- Reveal taste preferences of Villeneuve d'Ascq inhabitants
- Give some insights of where to open a new restaurant

**Who's it for:**

**Restaurant Owners**

**Entrepreneurs**

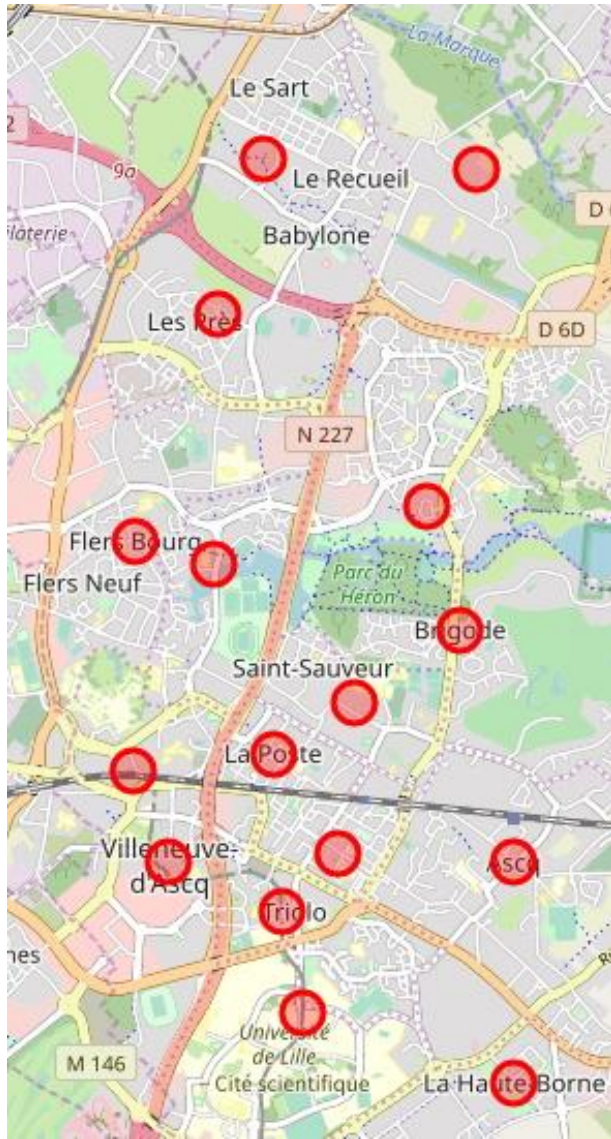
**Investors**

# Data sources:

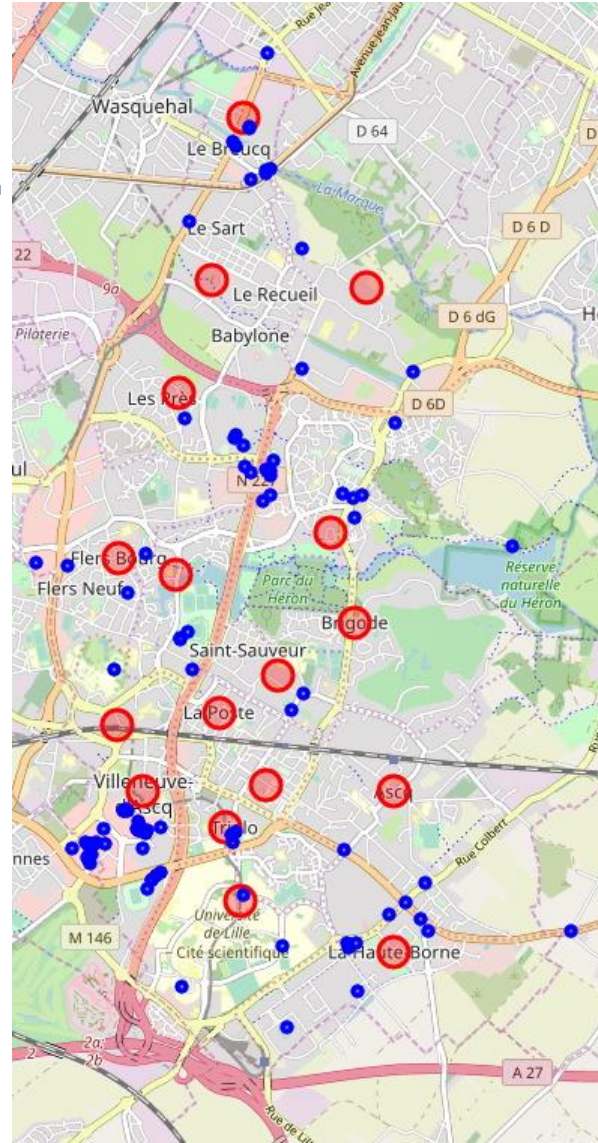
- Villeneuve d'Ascq's Wikipedia page - <https://fr.wikipedia.org/wiki/Villeneuve-d%27Ascq>
- Various websites, including <https://sig.ville.gouv.fr/>, to get the number of inhabitants in each neighborhood.
- Foursquare - to find food venues in each neighborhood.
- Tripadvisor – to complete data from Foursquare.



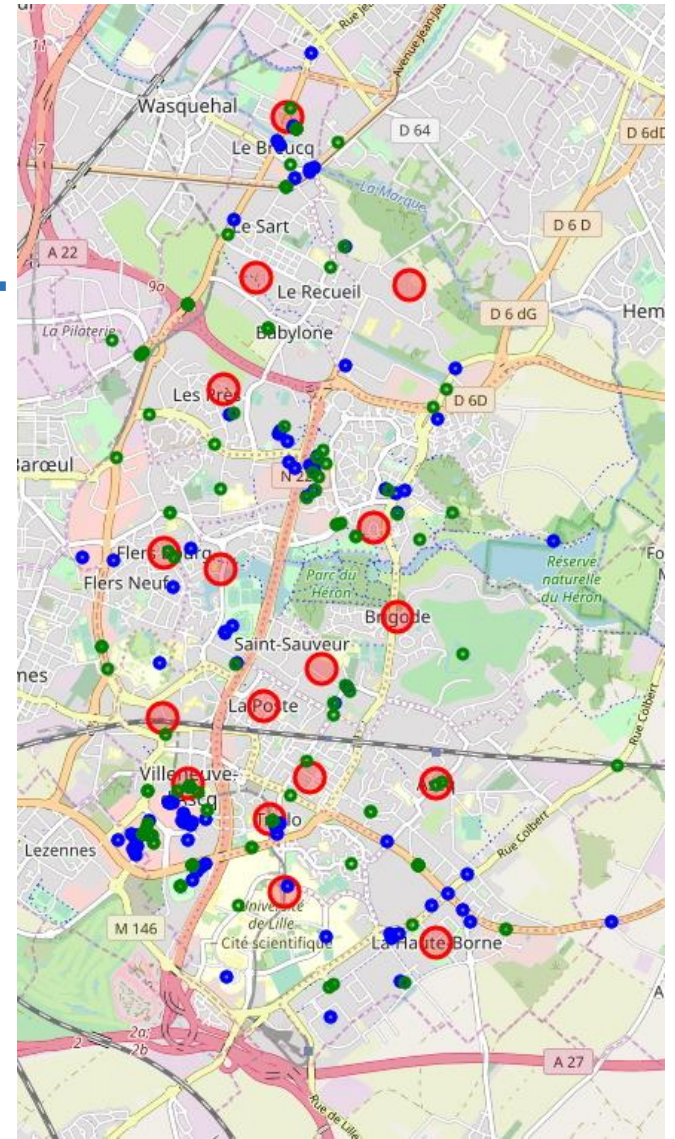
# Neighborhoods of Villeneuve d'Ascq



**+ 97 restaurants from Foursquare**

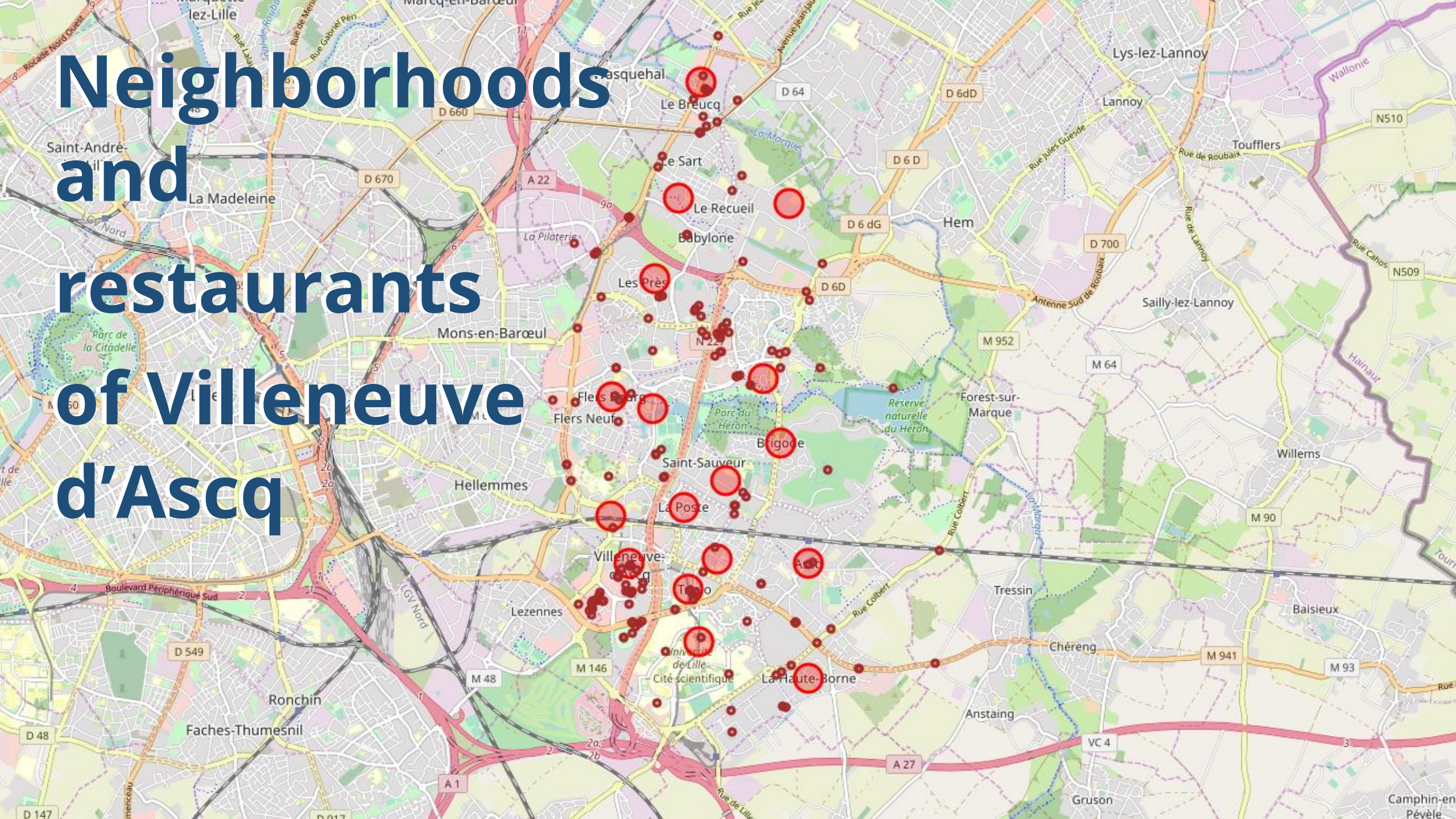


**+ 153 restaurants from Tripadvisor**





# Neighborhoods and restaurants of Villeneuve d'Ascq

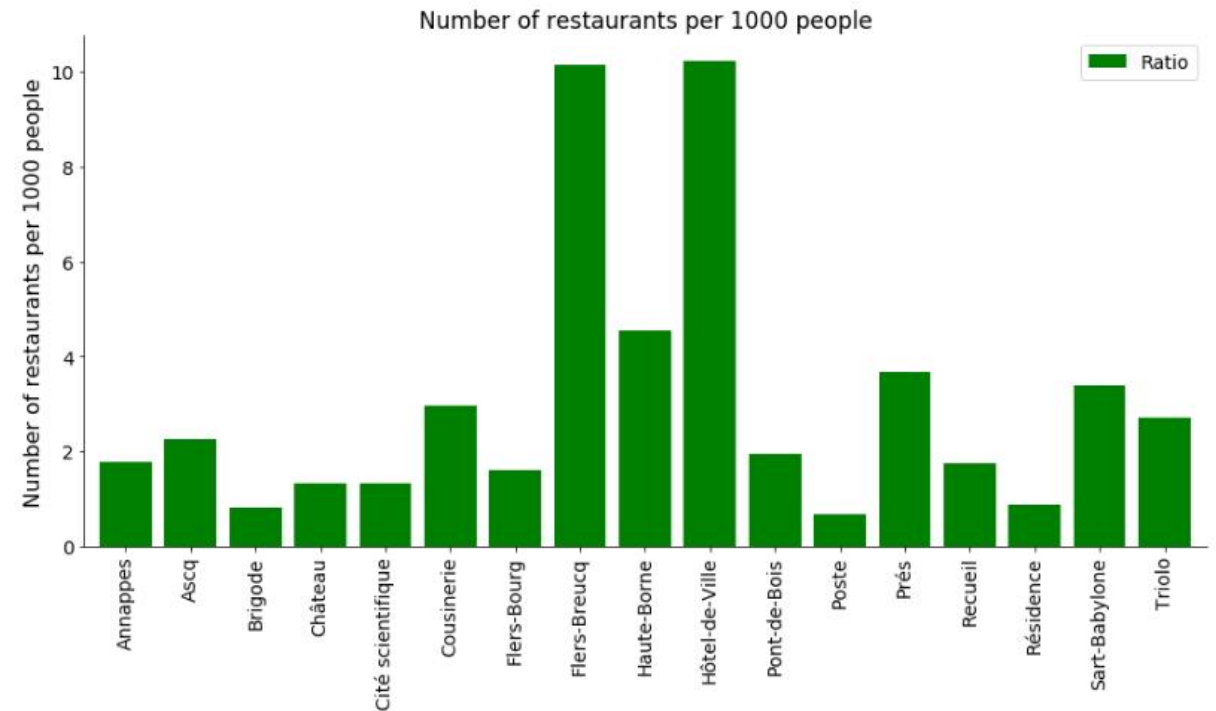
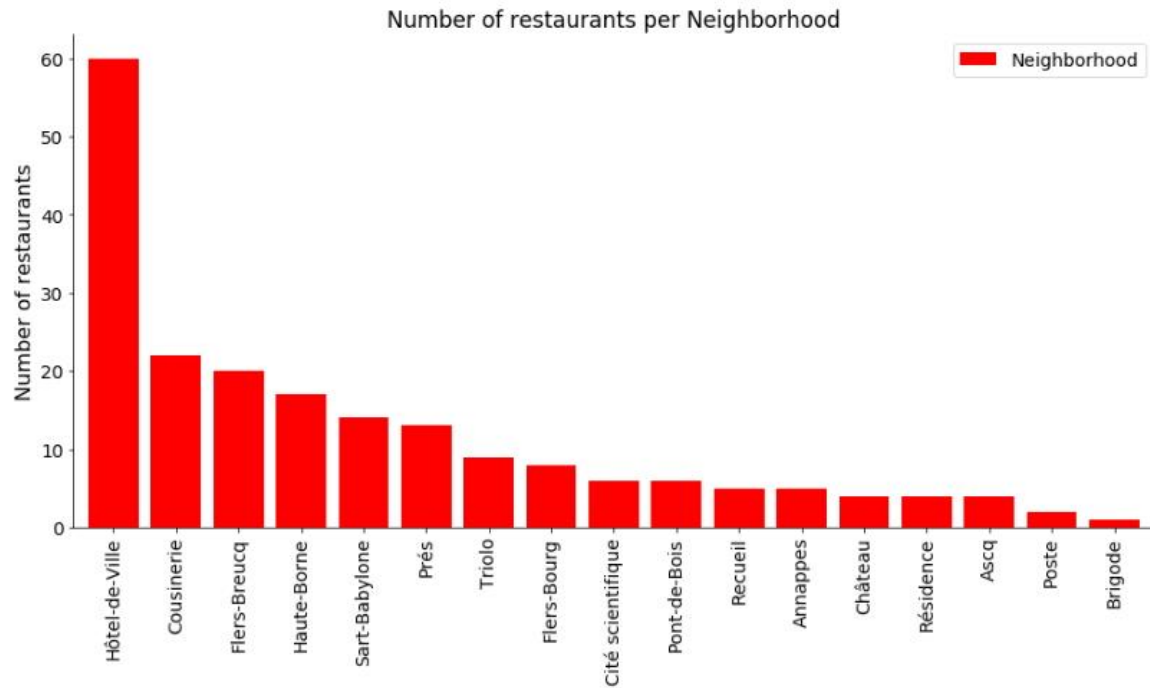




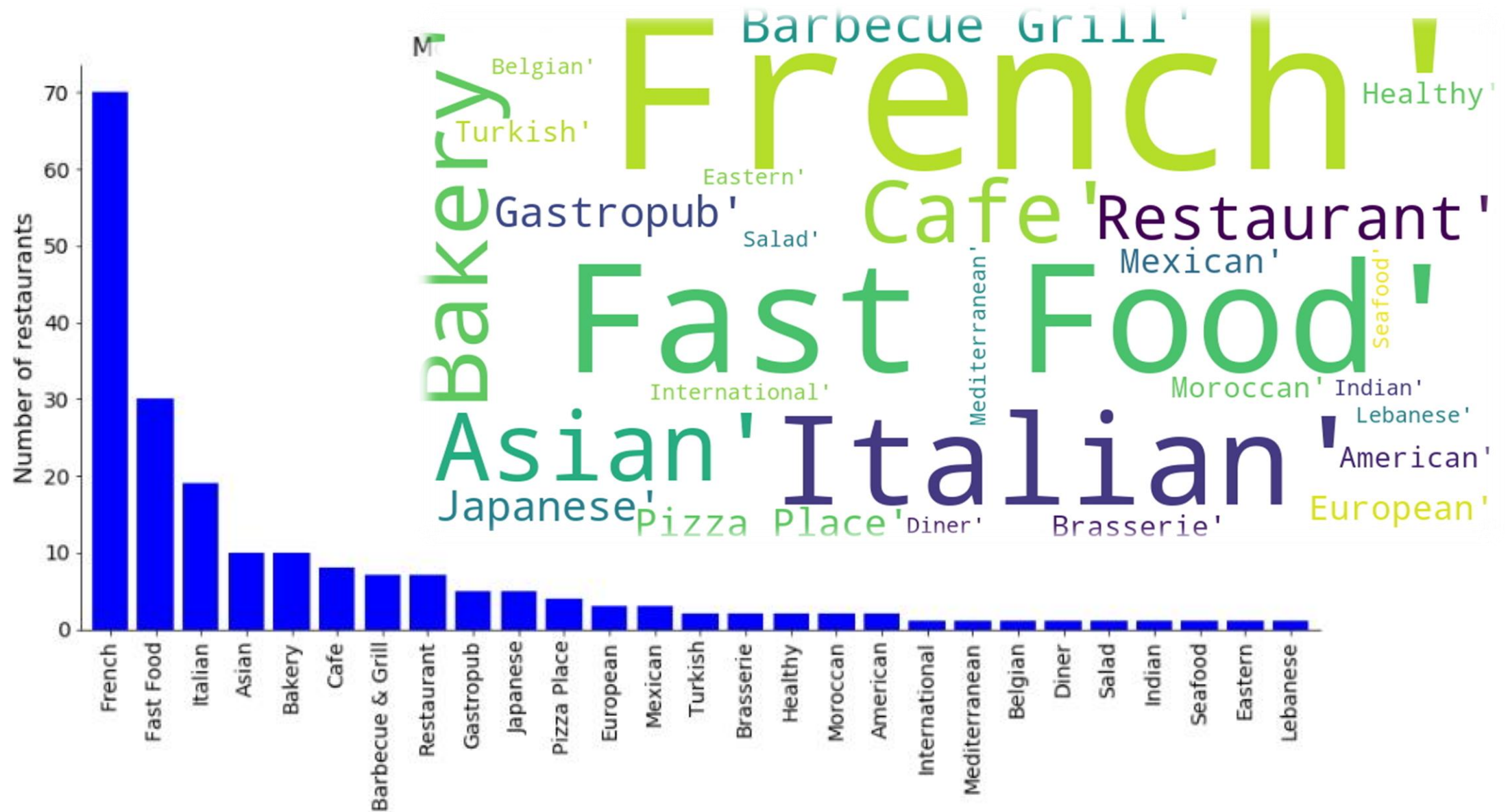
# Number of restaurants per neighborhood

HIGH neighborhoods: Hotel-de-ville, Cousinerie, Flers-Breucq, Haute Borne

LOW neighborhoods: Brigode, Poste, Ascq

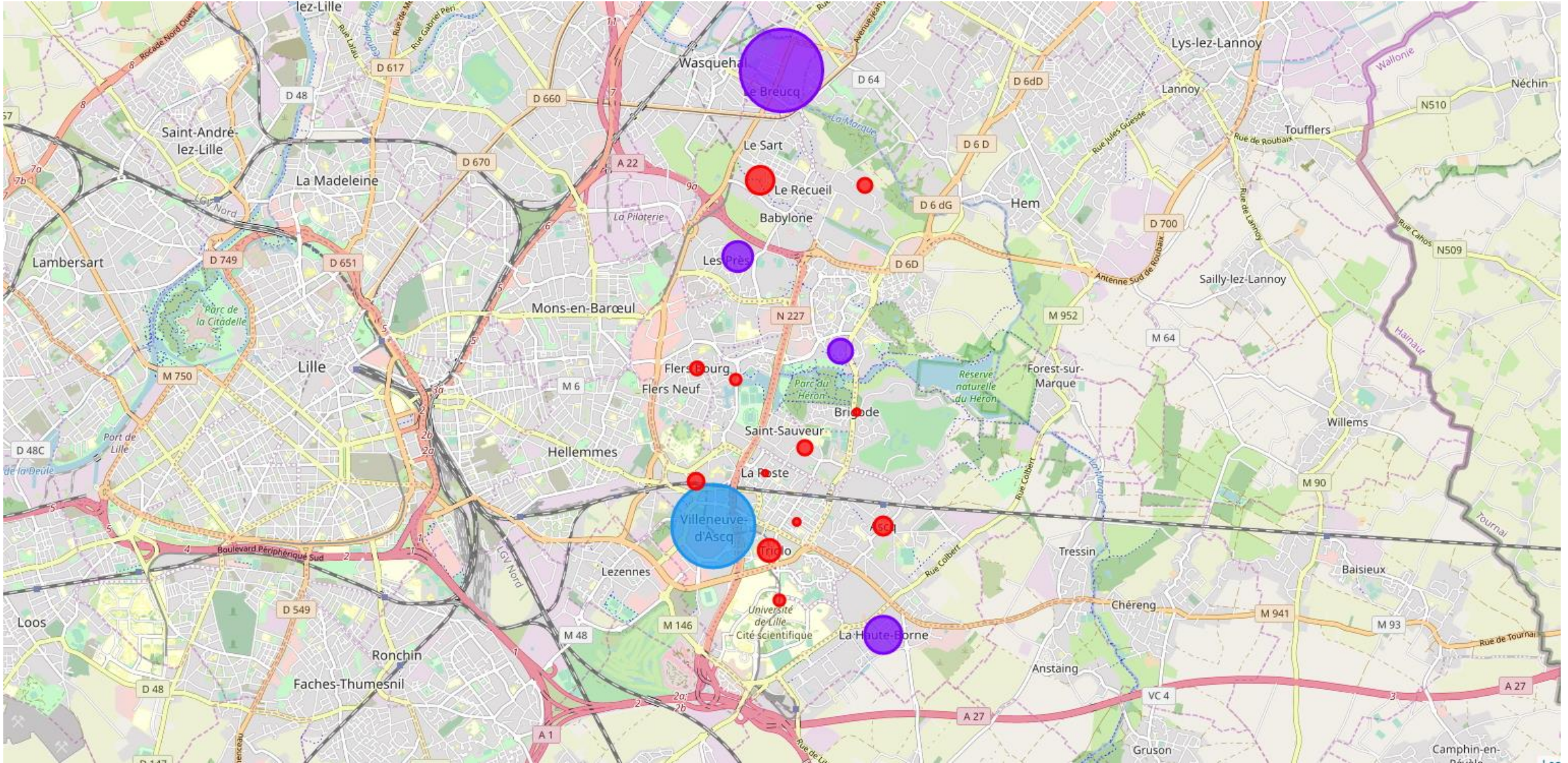


# Taste preferences of Villeneuve d'Ascq inhabitants





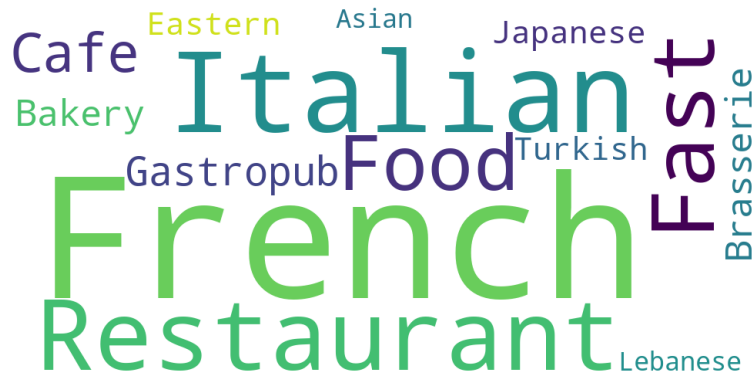
# Neighborhood clustering





# Neighborhood clustering

## Cluster 0



A word cloud for Cluster 0 featuring various food and restaurant-related terms. The words are arranged in a dense, overlapping manner. The most prominent words are 'French' in large green letters, 'Italian' in large teal letters, and 'Fast' in large purple letters. Other visible words include 'Restaurant', 'Food', 'Brasserie', 'Cafe', 'Bakery', 'Gastropub', 'Lebanese', 'Turkish', 'Asian', 'Japanese', and 'Eastern'.

Cafe Eastern Asian Japanese  
Bakery Italian Fast  
Gastropub Food Turkish Brasserie  
French Restaurant Lebanese

## Cluster 1



A word cloud for Cluster 1 with a focus on French and Asian cuisine. The words are arranged in a dense, overlapping manner. The most prominent words are 'French' in large dark blue letters, 'Asian' in large teal letters, and 'Italian' in large dark blue letters. Other visible words include 'Fast', 'Food', 'Cafe', and 'Brasserie'.

Fast Italian  
French Cafe  
Food Asian

## Cluster 2

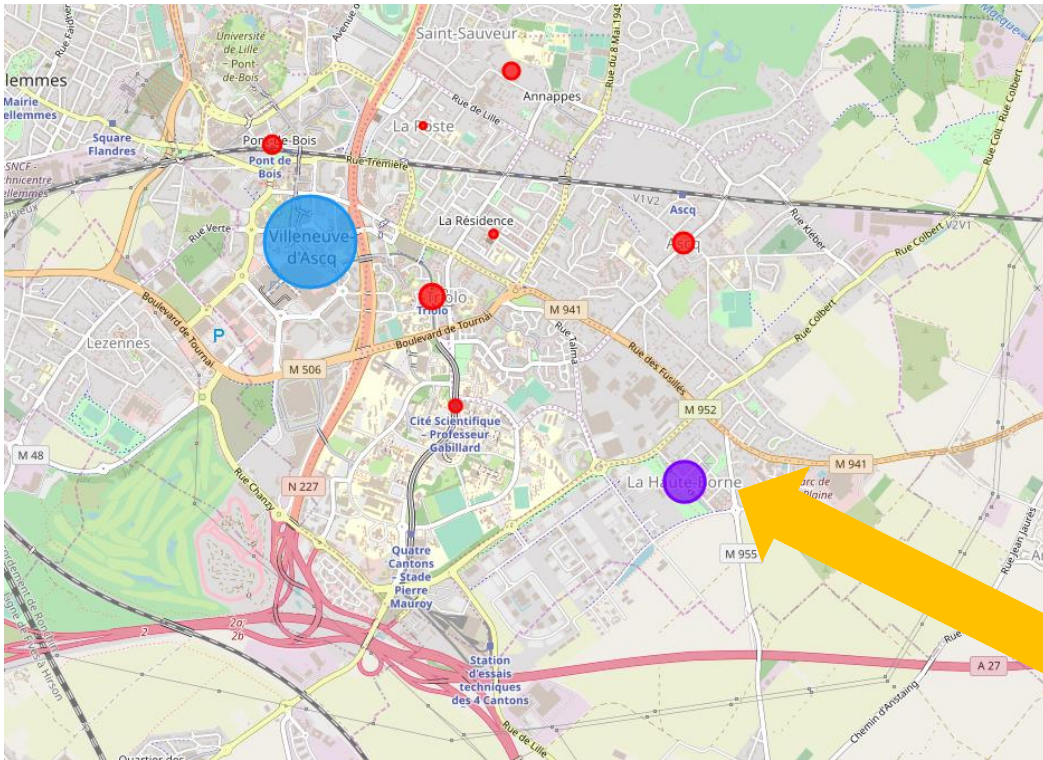


A word cloud for Cluster 2 featuring a mix of French and other food-related terms. The words are arranged in a dense, overlapping manner. The most prominent words are 'French' in large dark blue letters, 'Fast' in large dark blue letters, and 'Italian' in large dark blue letters. Other visible words include 'Bakery', 'Restaurant', 'Grill', 'Barbecue', 'Brasserie', 'Pizza', 'Place', and 'Asian'.

Italian  
French Fast  
Bakery Restaurant  
Grill Barbecue  
Brasserie Pizza Place Asian



# Conclusion



**Haute Borne** is a new district of Villeneuve d'Ascq, which hosts the European scientific park, which is a home for many high-tech and R&D companies. Haute Borne is situated very close to the University of Lille. It is a rapidly developing district and it's a very attractive place for a new restaurant.

**The Haute Borne  
Neighborhood**