Capstone Project
To investigate town of Paris for a chief retail location to help a retailor with information required to open a store wherever traffic is right.

20 June 2020

Coordinate Data

- Data was retrieved from Foursquare API and geocoder.
- Blended data allowed us to determine coordinates for regions.
- This was use to group Postal Code wise data to visually depict the spread of these areas on the map.

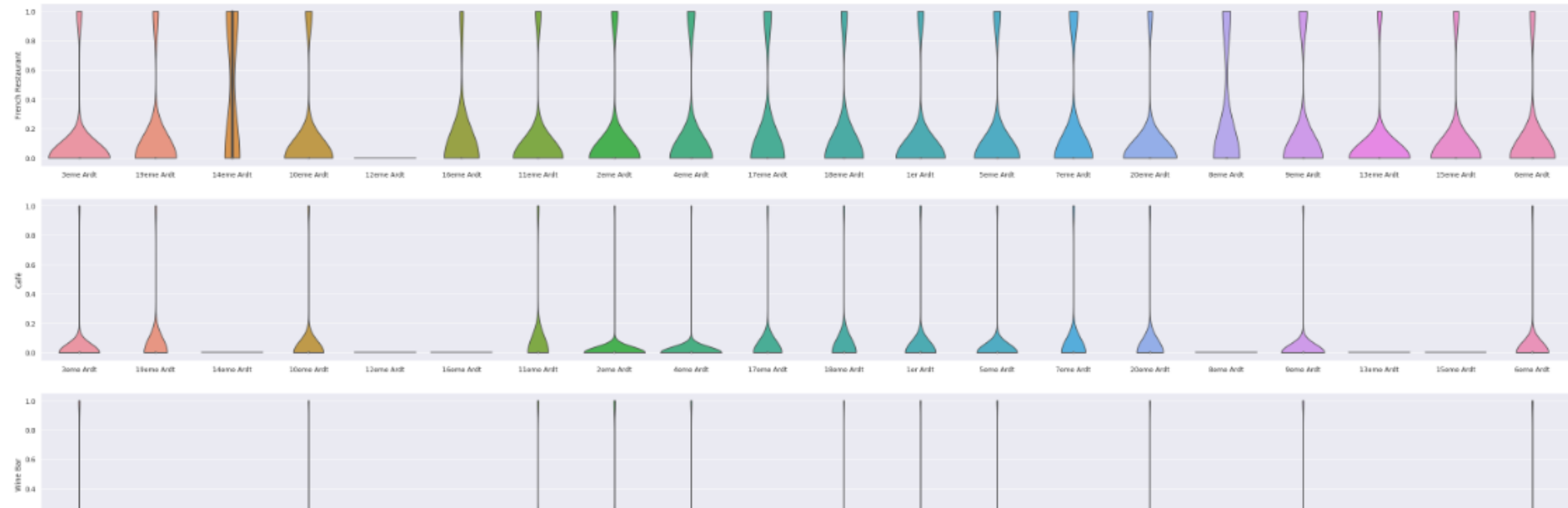|	Arrondissement_Num	Neighborhood	French_Name	Latitude	Longitude
0	3	Temple	3eme Ardt	48.862872	2.360001
1	19	Buttes-Chaumont	19eme Ardt	48.887076	2.384821
2	14	Observatoire	14eme Ardt	48.829245	2.326542
3	10	Entrepot	10eme Ardt	48.876130	2.360728
4	12	Reuilly	12eme Ardt	48.834974	2.421325
5	16	Passy	16eme Ardt	48.860392	2.261971
6	11	Popincourt	11eme Ardt	48.859059	2.380058
7	2	Bourse	2eme Ardt	48.868279	2.342803
8	4	Hotel-de-Ville	4eme Ardt	48.854341	2.357630
9	17	Batignolles-Monceau	17eme Ardt	48.887327	2.306777
10	18	Buttes-Montmartre	18eme Ardt	48.892569	2.348161
11	1	Louvre	1er Ardt	48.862563	2.336443
12	5	Pantheon	5eme Ardt	48.844443	2.350715
13	7	Palais-Bourbon	7eme Ardt	48.856174	2.312188
14	20	Menilmontant	20eme Ardt	48.863461	2.401188
15	8	elysee	8eme Ardt	48.872721	2.312554
16	9	Opera	9eme Ardt	48.877164	2.337458
17	13	Gobelins	13eme Ardt	48.828388	2.362272
18	15	Vaugirard	15eme Ardt	48.840085	2.292826
19	6	Luxembourg	6eme Ardt	48.849130	2.332898

Postal Codes of Paris

- These are all the postal code wise data points available in the dataset.
- Below distribution of areas has been depicted with different colors in the map:

-Paris 75000, -Lyon 69000,

-Nice 06000,   -Marseille 13000,

-Bordeaux 30072, -Toulouse 31000,

-Strasbourg 67000, -Montpellier 34000,

-Dijon 21000, -Nantes 44000.

Relevant location data for the districts of Paris and constructed a data frame.

- located and imported the relevant location data for the districts of Paris and constructed a data frame.

- Defined the business objective, strategy and methods to achieve our goal

- Next step will be leveraging Foursquare location data to obtain data on high traffic areas - where consumers go for shopping, restaurants and entertainment - in all of the 20 districts.

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Frequency distribution for the top 3 venue categories for each neighborhood

- So we are able to increase the standards to incorporate outfitters - that focuses the instructed districts for brand spanking new stores to be settled, and at an equivalent time provides higher locations for the complete thanks to hyperbolic presence of article of clothing retailers within the space drawing even a lot of pedestrian traffic to the world.

Conclusion

- This analysis complete five prospective neighborhoods in Paris that a replacement article of clothing mercantile establishment would have ample pedestrian traffic. exploitation restaurants, cafe's, wine bars and also the addition of outfitters is merely a way to see pedestrian traffic of the many totally different criteria offered. However, I selected to stay things rather straightforward for this purpose.