

**SEARCH FOR LOCATIONS
FOR AN ESTABLISHMENT OF
A NEW YOGA STUDIO IN PARIS**

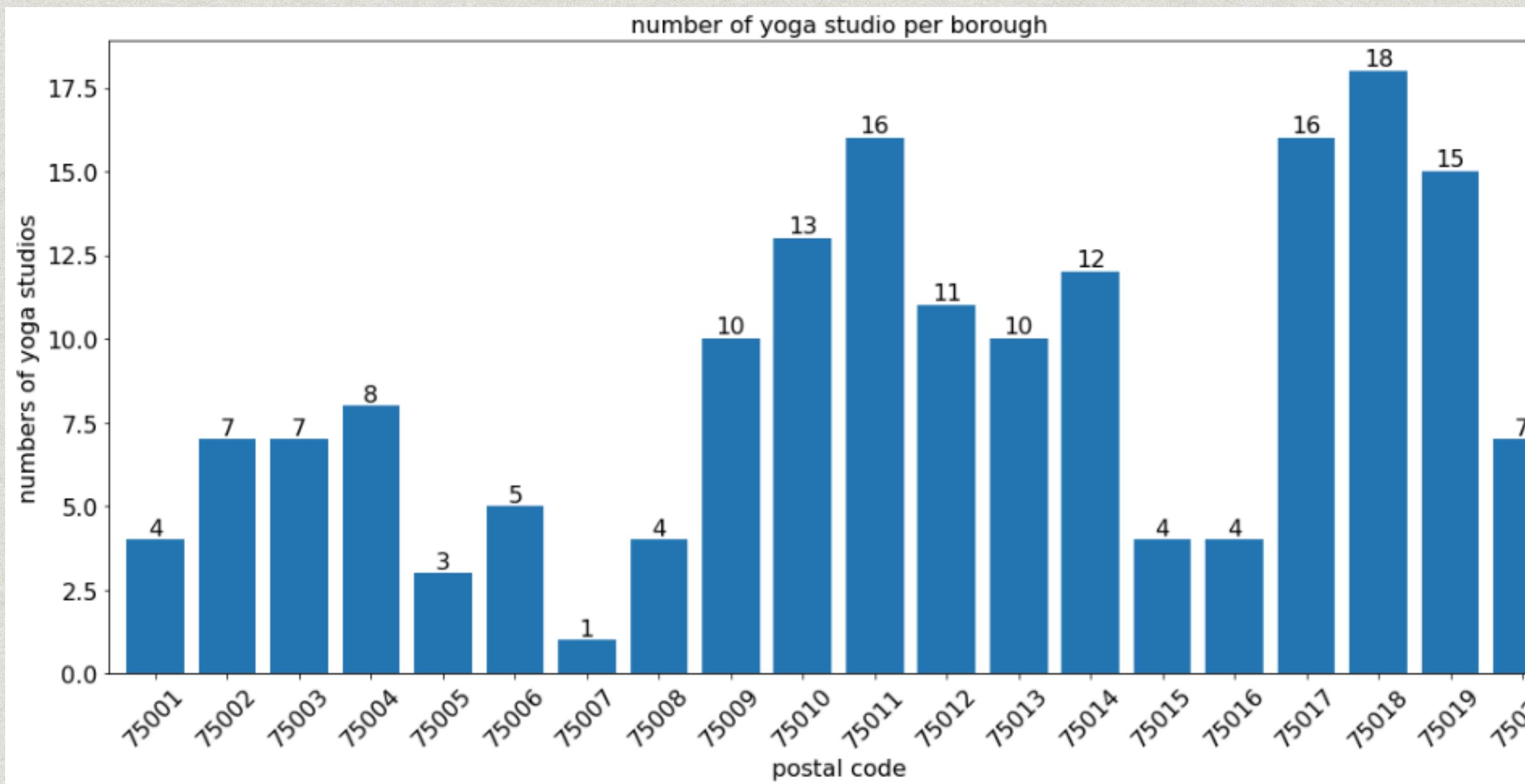
Status report on the economy of yoga studios

- * 15-20% annual increase in attendance
- * difficulty to obtain a profitable business:
 - * low course prices
 - * reduced profitable time slot
- * requires a site with little competition, interesting geographical location for customers, inexpensive for the entrepreneur

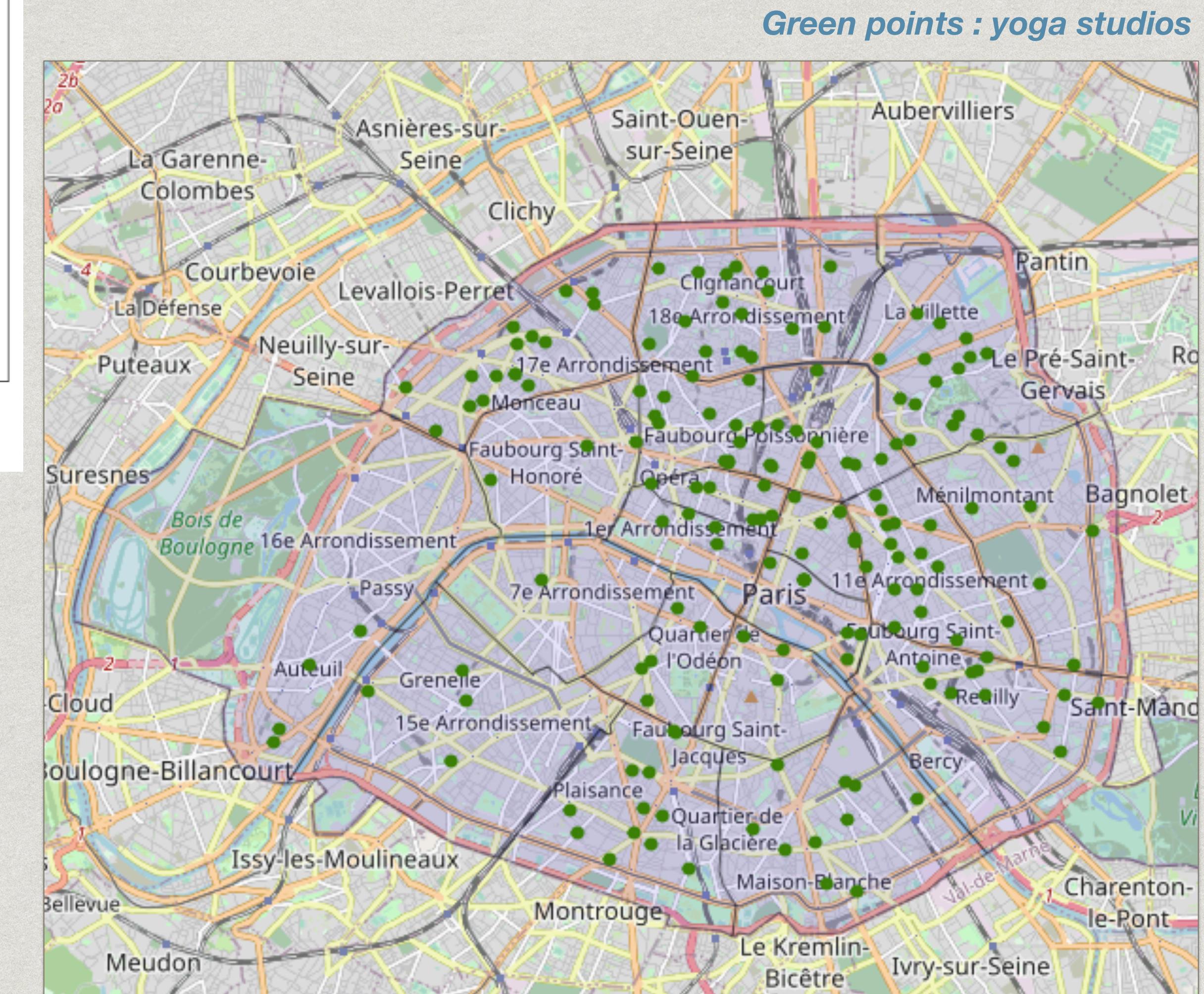
Data acquisition and cleaning

- * Boroughs data (name, coordinates, surface,...): scrapped from official website : data.gouv.fr
- * Venues of Paris: obtained with the Foursquare API, need of postal code cleaning, duplicates dropping
- * Missing yoga studio: obtained from official database Sirene V.03, scrapped with the [ODS API](#), unnecessary data will be deleted.
- * Population distribution (age, activity per borough) obtained from [Insee website](#) (statistic institute)
- * Transport data (station, coordinates...) obtained from « [iledefrance mobilités](#) » official website
- * Adress: obtained with the [address API](#) of official website geo.api.gouv.fr
- * Average rental price: scrapped from commercial website <https://www.geolocaux.com> source code

Existing yoga studios



- * Heterogeneous repartition per boroughs
- * More established in the north and in the east of Paris

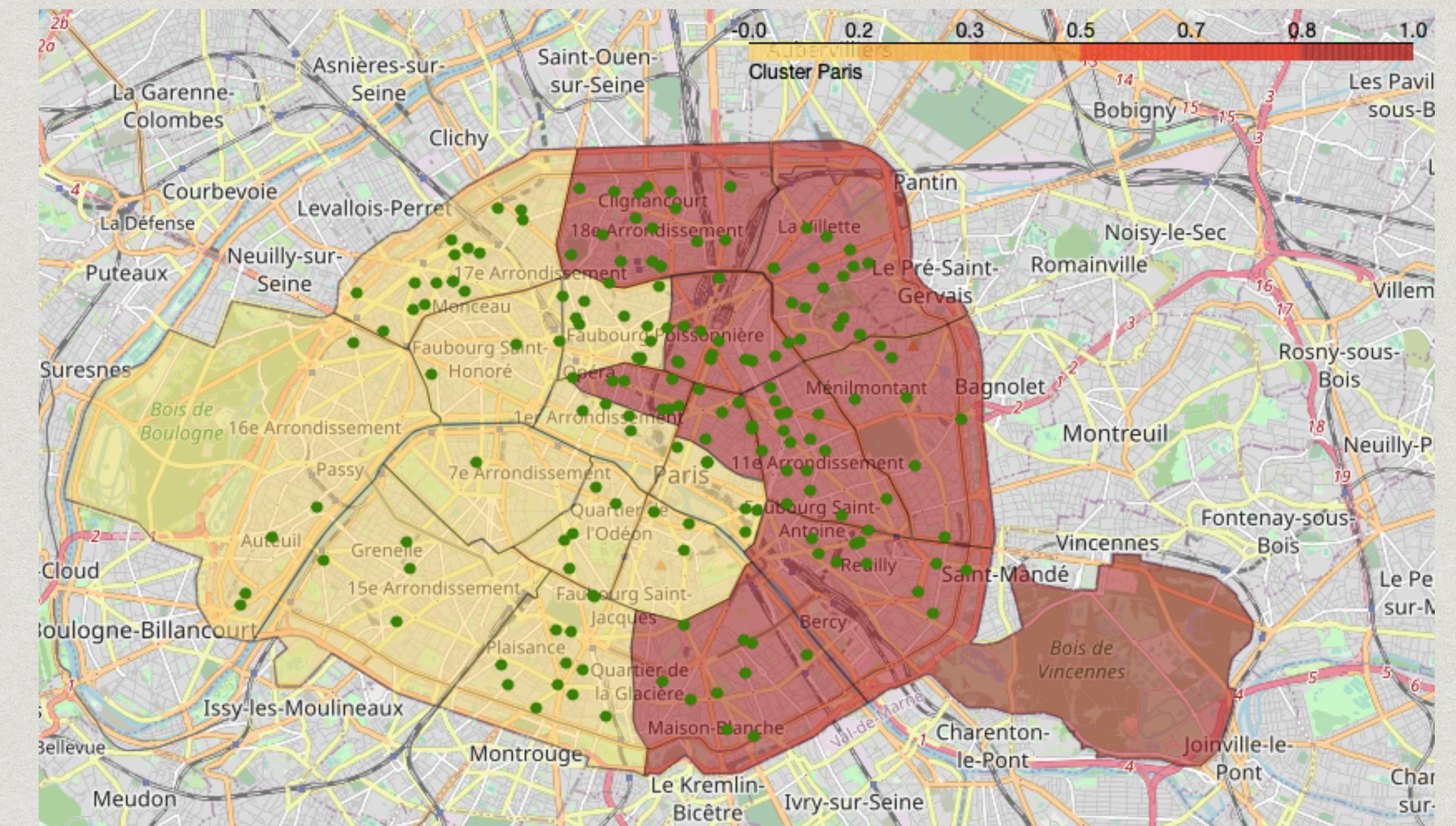


Profile of Paris according to their commercial and tourist activities

	Hotels	French restaurants	Bars
Yellow	++	+++	+
Red	+	++	+++

⇒ Yellow cluster : more touristic boroughs

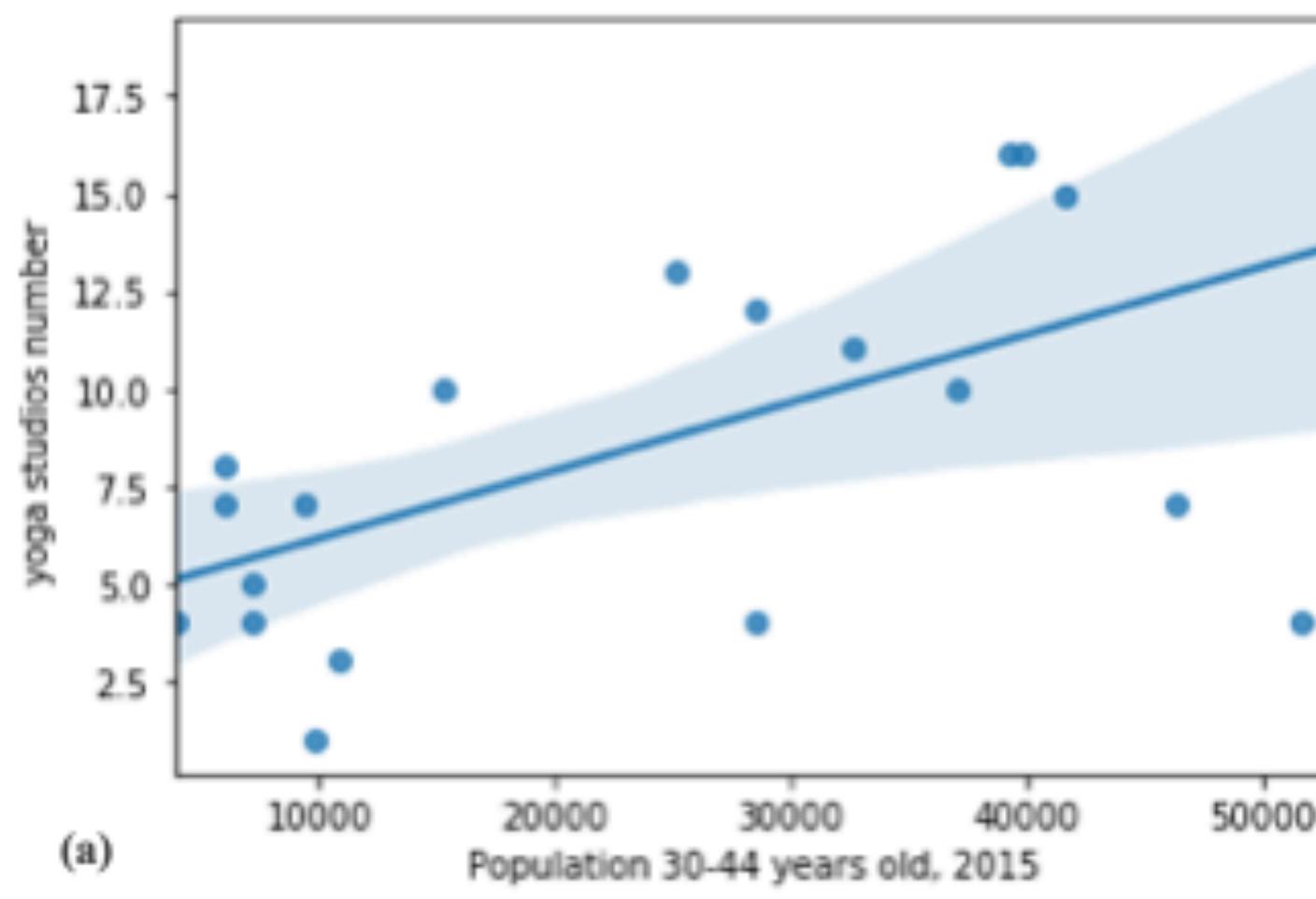
⇒ Red cluster : more parisian inhabited boroughs



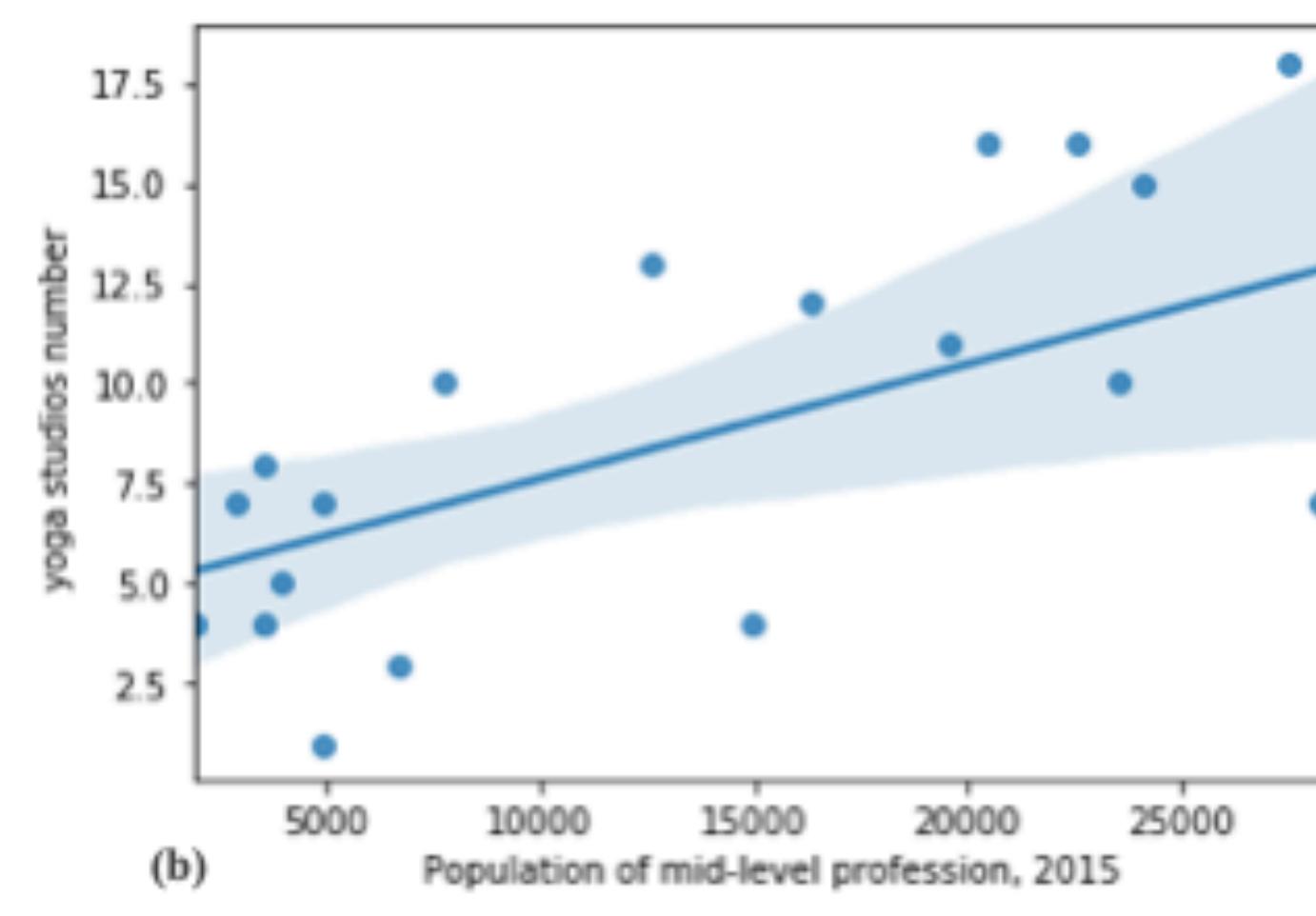
Green points : yoga studios

1ST APPROACH : POPULATION REPARTITION

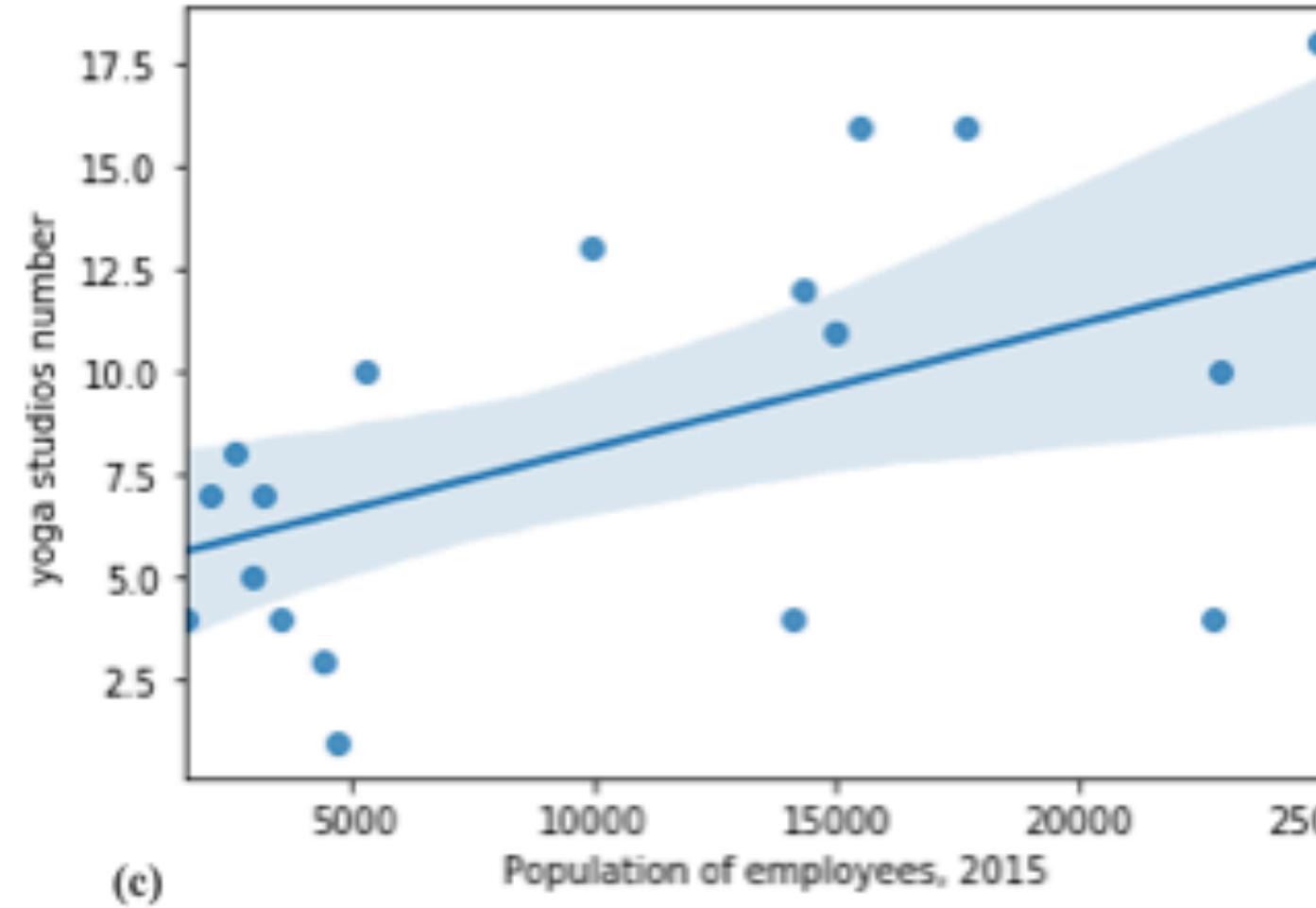
Parisian population distribution - selection of criteria



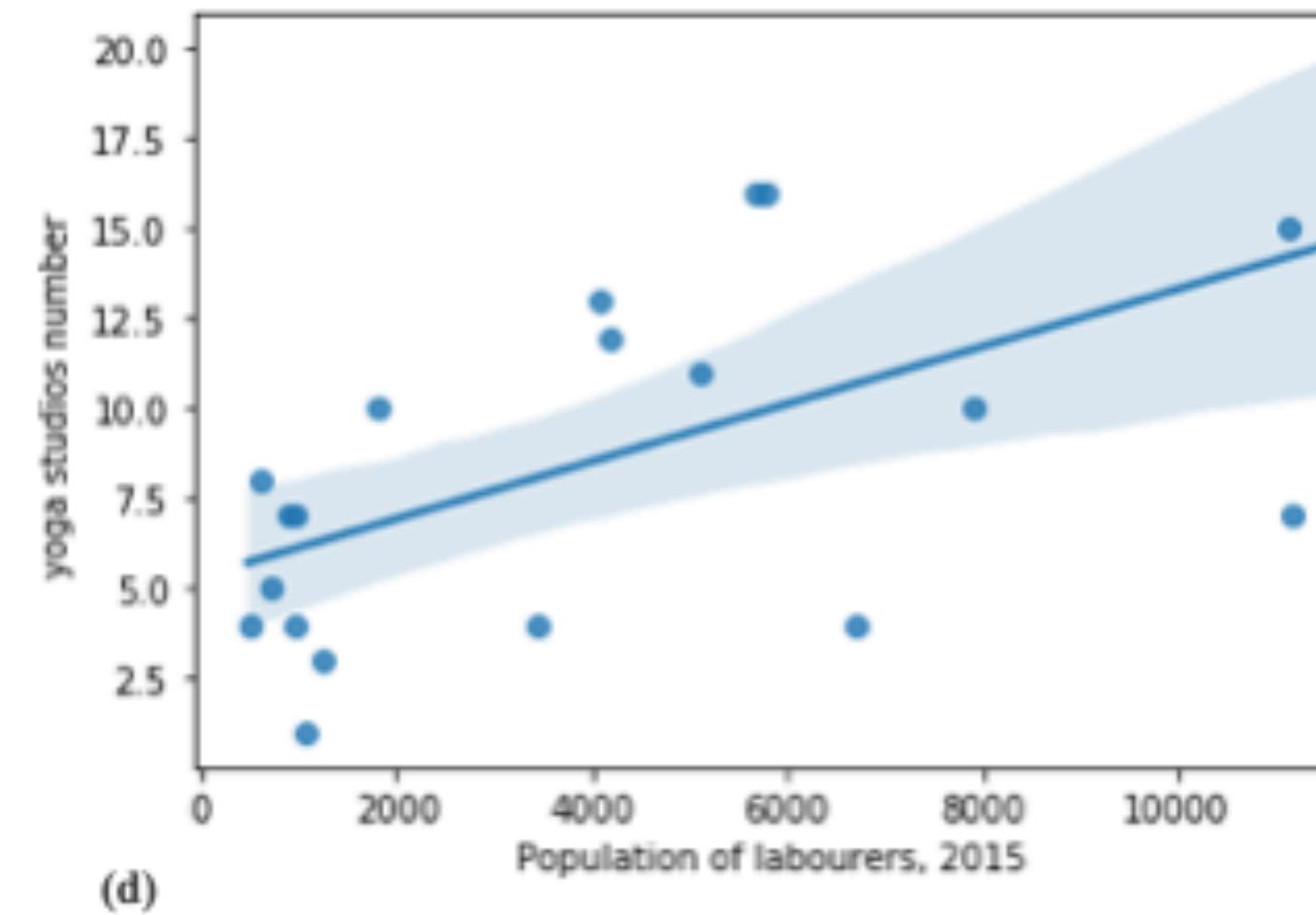
(a)



(b)



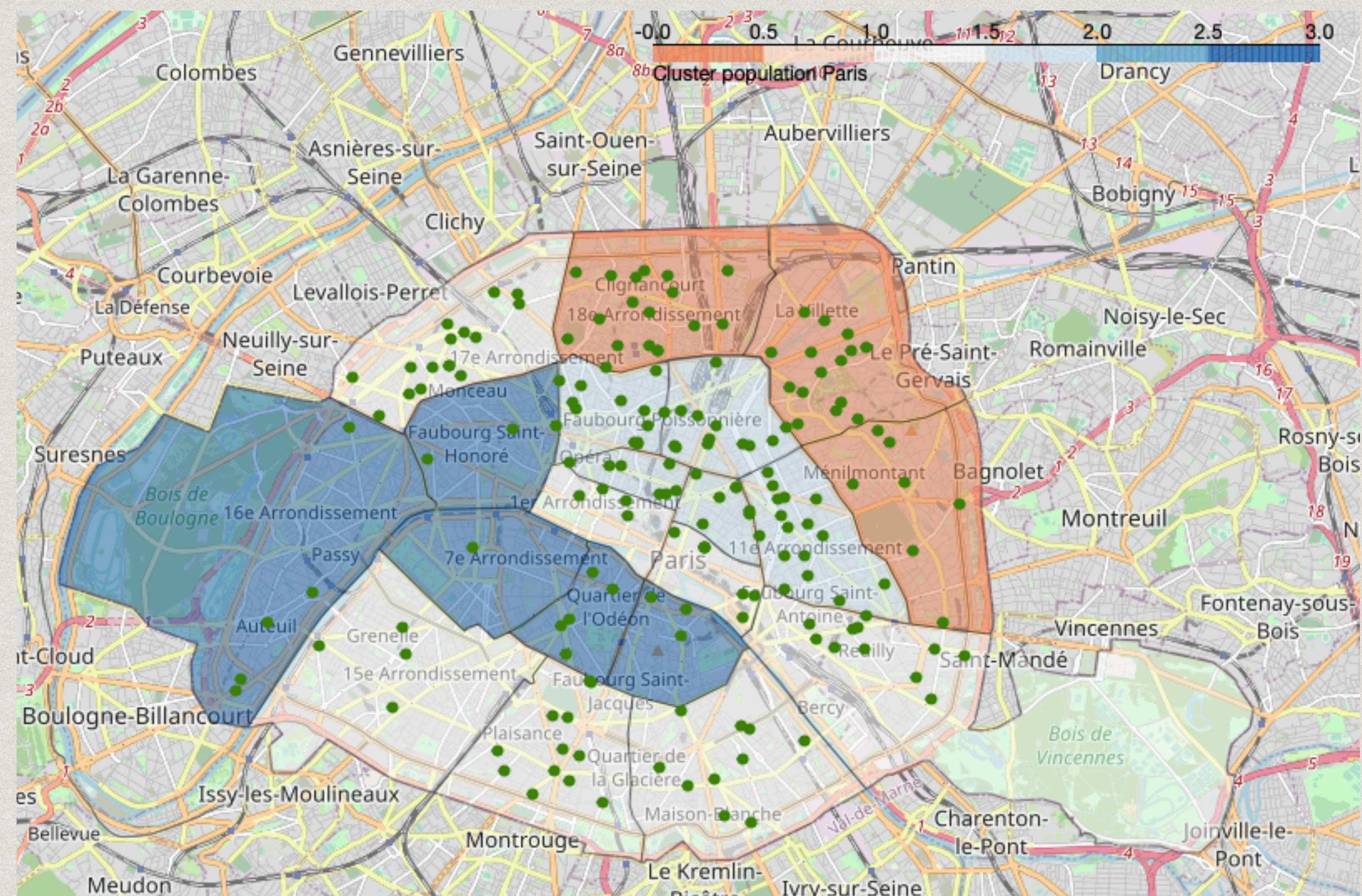
(c)



(d)

- * Criteria positively correlated:
 - * Age 30-44 years old (stronger certainty)
 - * Mid-level professions
 - * Employees
 - * Labourers (stronger certainty)

Boroughs profile according to Parisian population distribution



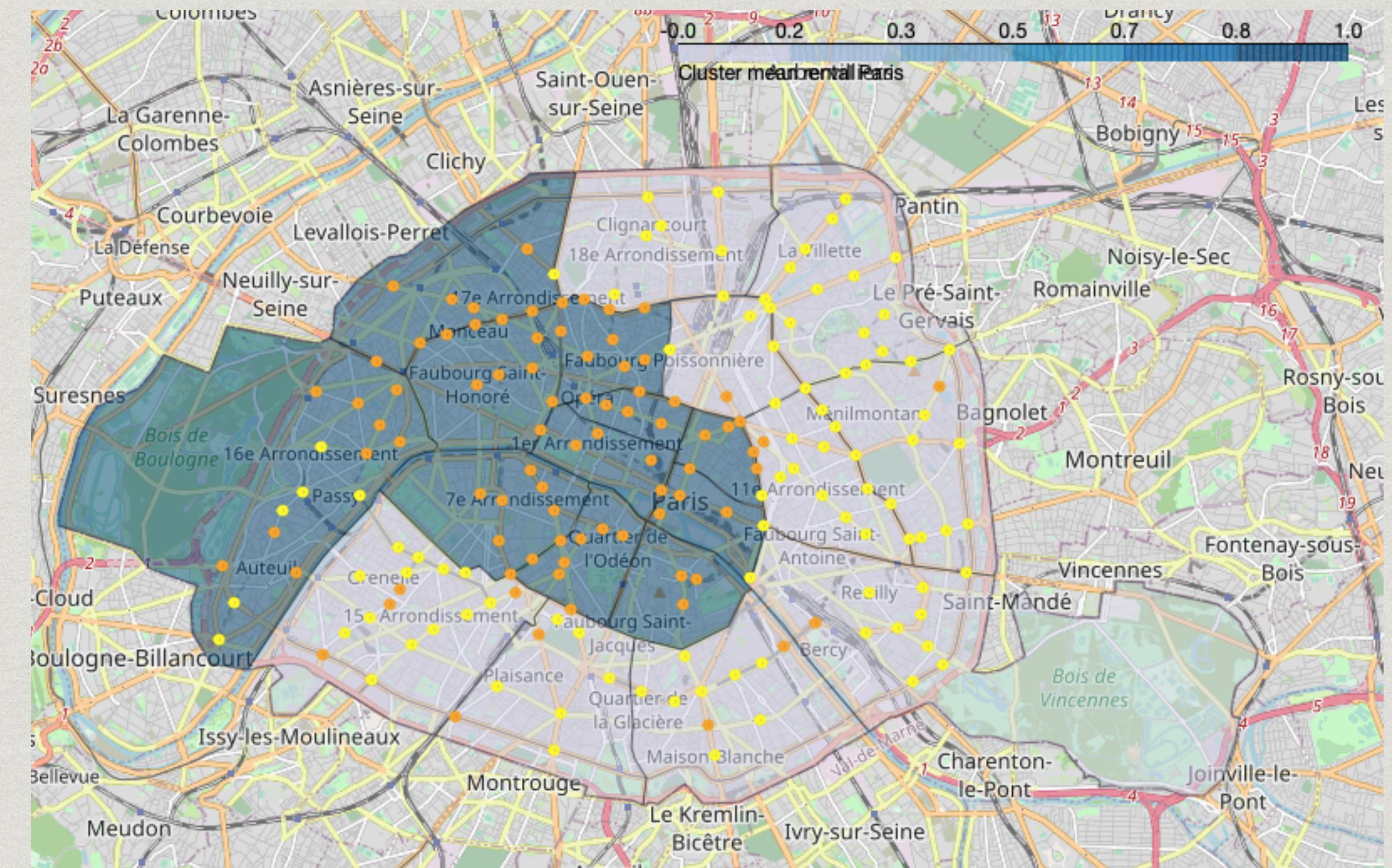
Green points : yoga studios

	30-44 years old	Mid-level prof	Employees	Labourers	Studio density	Studio number	Commentar
Orange	+	++	++	++	-	--	Too much competition
Light blue	++	++	+	+	--	--	Too much competition
Selectionned White	+	+	+	+	+	+	Interesting population, less competition
Dark blue	-	-	-	-	++	++	No interesting population

2ND APPROACH : RENTAL PRICE

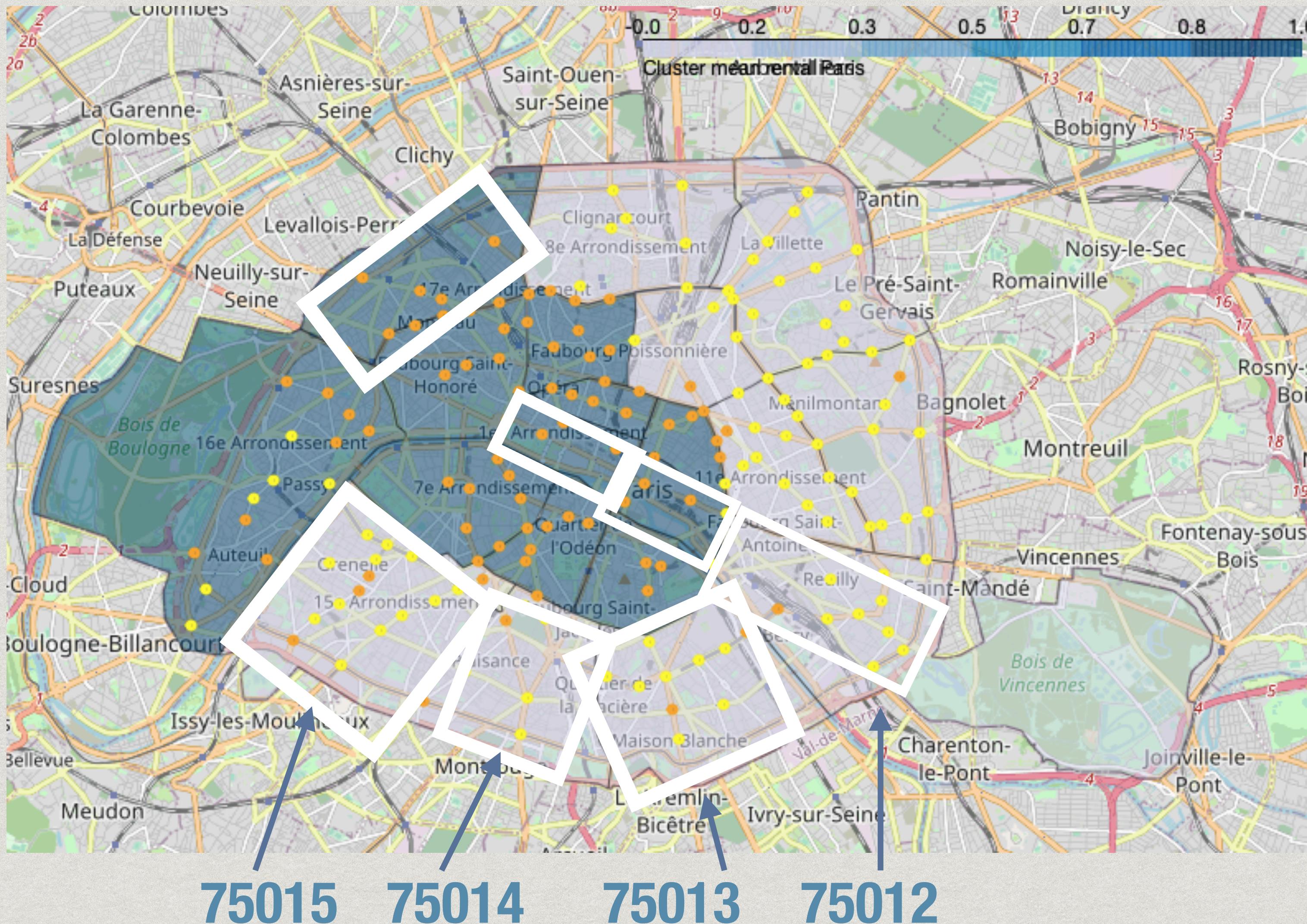
Boroughs & area transport stations profile according to commercial rental prices

- * Dark blue & orange clusters: the most expensive
- * Light blue & yellow: cheaper



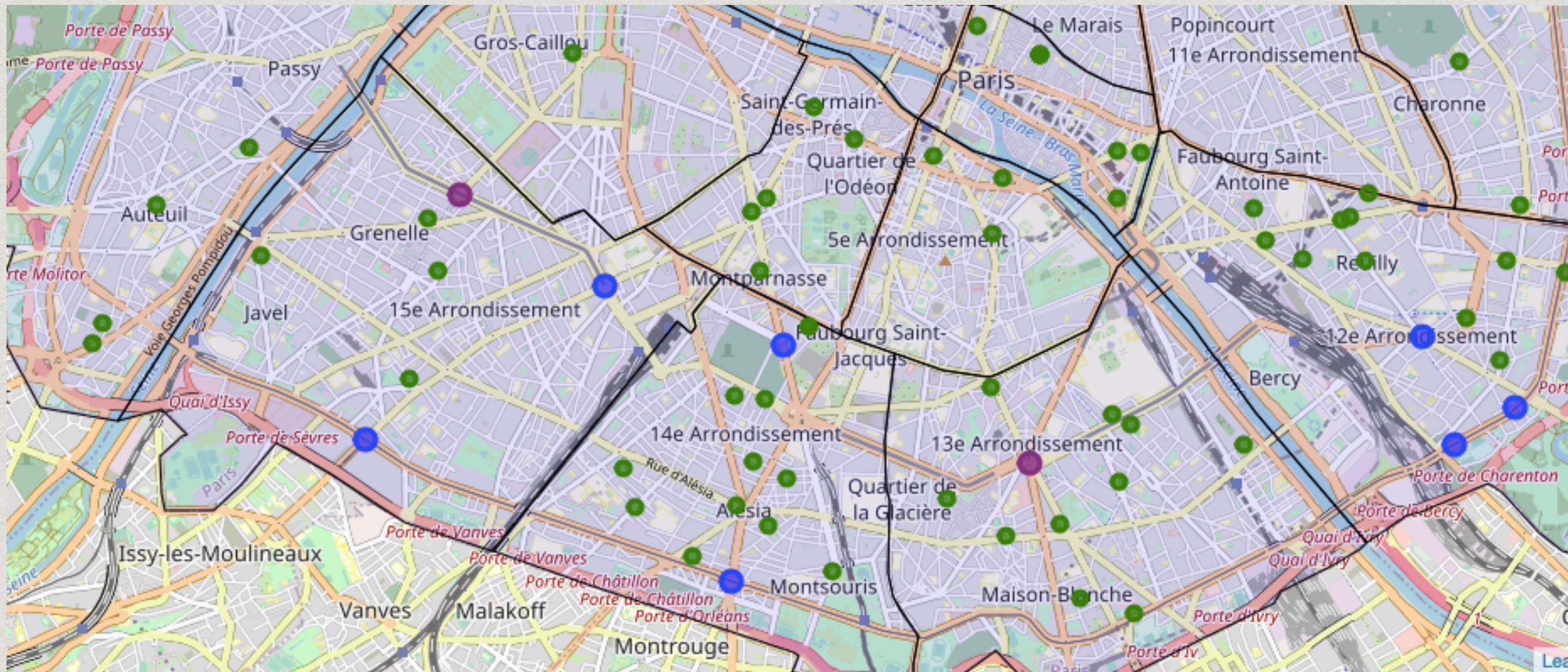
OUTCOMES

superposition of the 2 approaches



- * White rectangle: selected population cluster
 - * Light blue borough: selected rental price cluster
- ⇒ new boroughs selection:
75012-75015
- ⇒ cheaper kepted transport stations: yellow stations

Transport offer - final selection



- * Blue stations: 2 transport lines
 - * Purple stations: 3 transport lines
 - * Green points: yoga studios

Station	Rental price(€/m ² /year)	Number of lines	Postal code	Transport weight	Touristic
Pasteur	342	2	75015	4.95	Yes
La Motte Picquet Grenelle	343	3	75015	4.95	Yes
Porte Dorée	311	2	75012	7.23	No
Porte de Versailles	315	2	75015	4.95	Yes
Porte d'Orléans	302	2	75014	2.06	Yes
Porte d'Italie	389	3	75013	3.56	No
Porte de Charenton	275	2	75012	7.23	No
Raspail	420	2	75014	2.06	Yes
Daumesnil	336	2	75012	7.23	No

Propositions

- * **1st choice: La Motte Picquet Grenelle**
 - * average rental cost
 - * 3 transport lines
 - * good distribution of transmission line directions
 - * little competition

- * **2nd choice: Pasteur**
 - * average rental cost
 - * 2 transport lines
 - * good distribution of transmission line directions
 - * little competition

Conclusion and futures directions

- * proposed areas determined by an overlay of criteria:
 - * representation of potential customers
 - * Rental price
 - * transport offer
- * establish a choice by weighting the proposed criteria
- * possibility/necessity to add other criteria:
 - * Competition - same type of yoga practice
 - * Attractiveness of each location(size of residential population)
 - * Availability of real estate
 - * Social and economic dynamics of each zone ...