Business Problem

Hypothetical business problem:

A French person who has been living in Japan for years noticed that there is an opportunity of introducing the business model of café-bookstores, a combination of coffee shop and bookstore , to the city center of Paris (1-9 arrondissement), as there are not many venues of the same kind in the city.

The assumption is that we can use unsupervised machine learning model to create clusters of arrondissements in Paris based on the frequency of each category of venues. Ideally, the café-bookstore should be in the cultural center of the city being close to similar spots such as bookstores, coffee shops, galleries, theatres, museums, and cinemas, etc.

Data

To perform the analysis, we have collected the following information:

1. List of the arrondissements of Paris with postal codes and region information

2. Geo-coordinates of the arrondissements in Paris

3. Top venues of each arrondissement.

List of arrondissements will be obtained from Worldpostalcodes. (https://www.worldpostalcodes.org/en/france/department/list-of-postal-codes-in-paris)

Geo-coordinates of districts will be obtained with the geocoder tool.

Top venues data will be obtained from Foursquare API.