



## ***Restaurant “La ö” goes big !***

*Market study of Montpellier, France for franchising a high-end sandwicherie*

“La ö” restaurant could be turned out as franchise business into other Montpellier neighbourhoods?



# Business problem

- Where do we find neighbourhoods in Montpellier that are similar to the one where the restaurant "La ö" is currently located?
- What are the competitors that they may face in that similar neighbourhood?
- What are the ratings of those competitors ?

# Methodology

- Stage 1: Identify the neighbourhood and their socio-economic data
- Stage 2: Cluster (ML) the neighbourhoods to find the most interesting ones for another restaurant installation
- Stage 3: Find competitor venues description from Foursquare
- Stage 4: Compare with competitors

# Data



Home / Jeux de données de la commune / Sous-quartiers de Montpellier

## Sous-quartiers de Montpellier



Urbanisme

Cette donnée représente le découpage administratif en sous-quartier de la ville de Montpellier.

## Données et ressources

VilleMTP\_MTP\_SousQuartiers.zip

VilleMTP\_MTP\_SousQuartiers.kml

VilleMTP\_MTP\_SousQuartiers.geojson

VilleMTP\_MTP\_SousQuartiers.xls

VilleMTP\_MTP\_SousQuartiers.csv

VilleMTP\_MTP\_SousQuartiers.ods

Téléchargement

Aperçu Téléchargement

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## Propriétaire



## Licence

Open Data Commons Open Database License (ODbL)

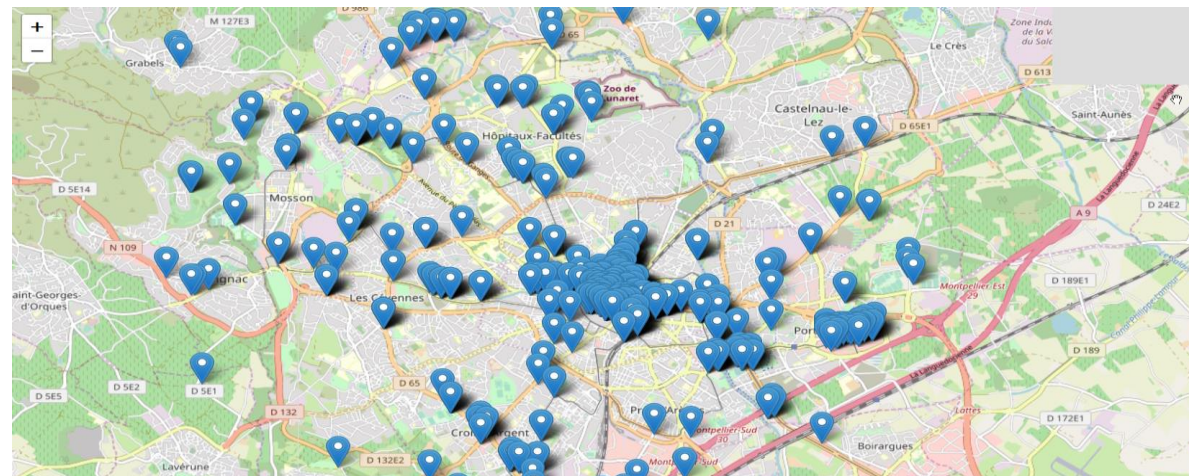
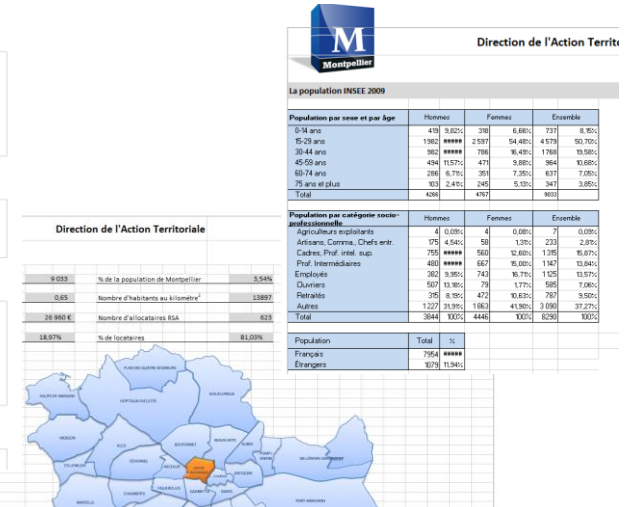
[Lien](#)

## Producteur



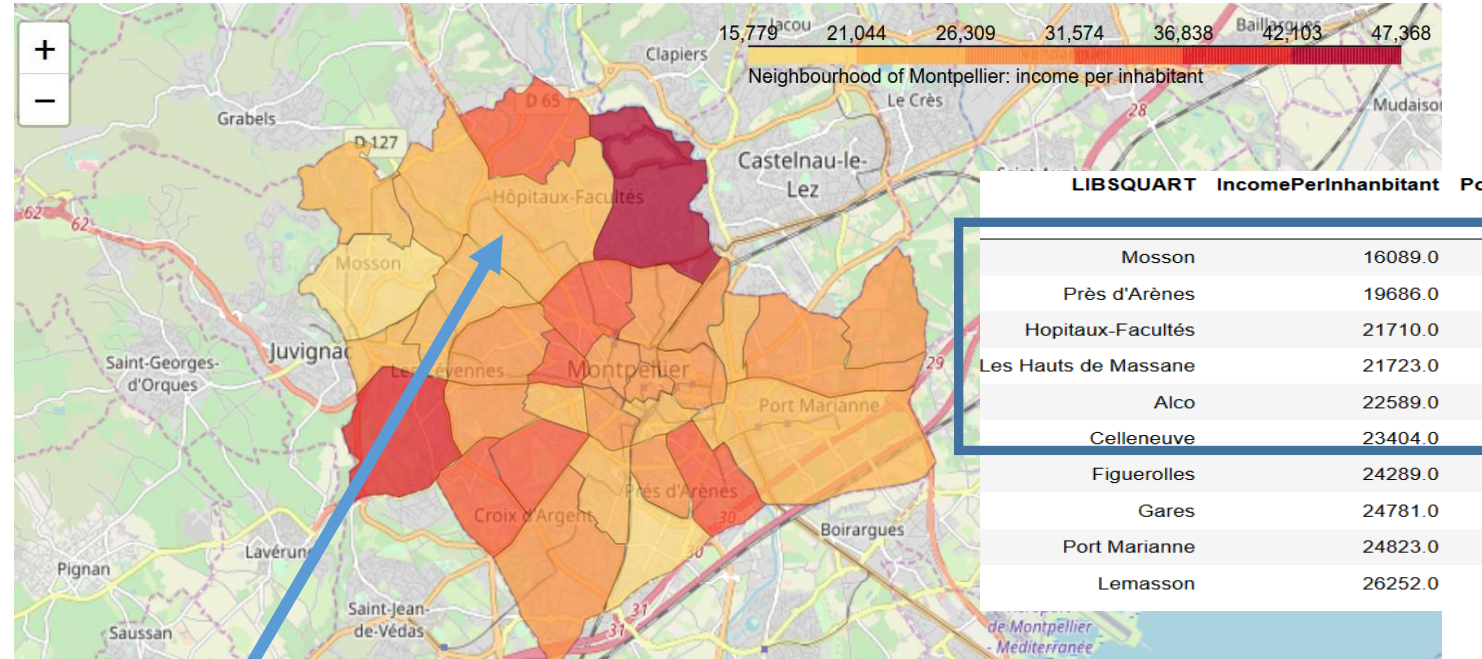
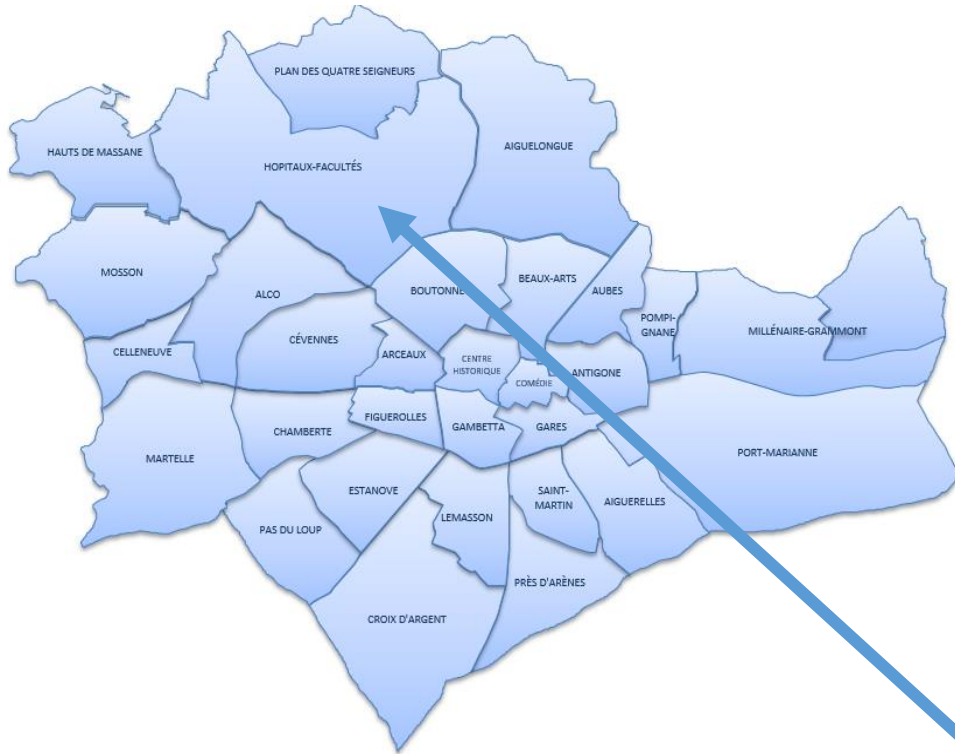
## Autre accès

Les informations sur cette page





# Descriptive analytics

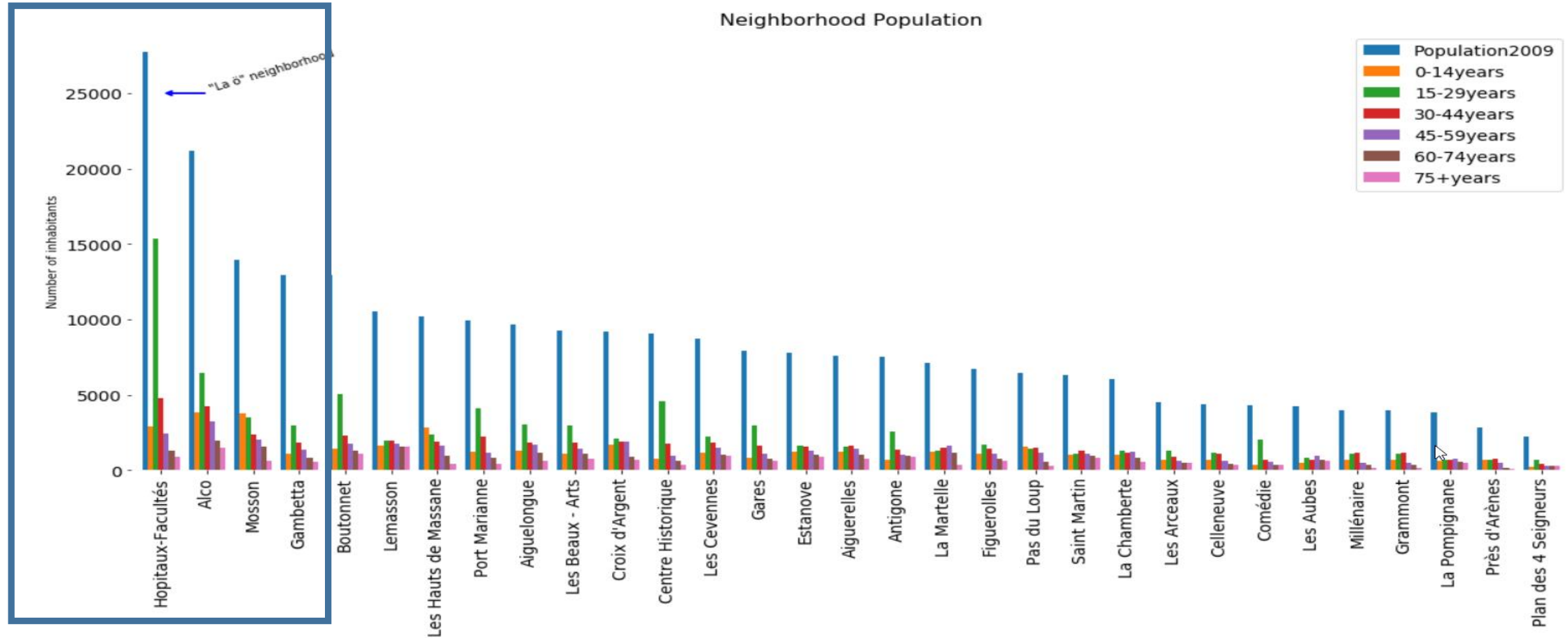


Income per inhabitant

31 neighbourhoods

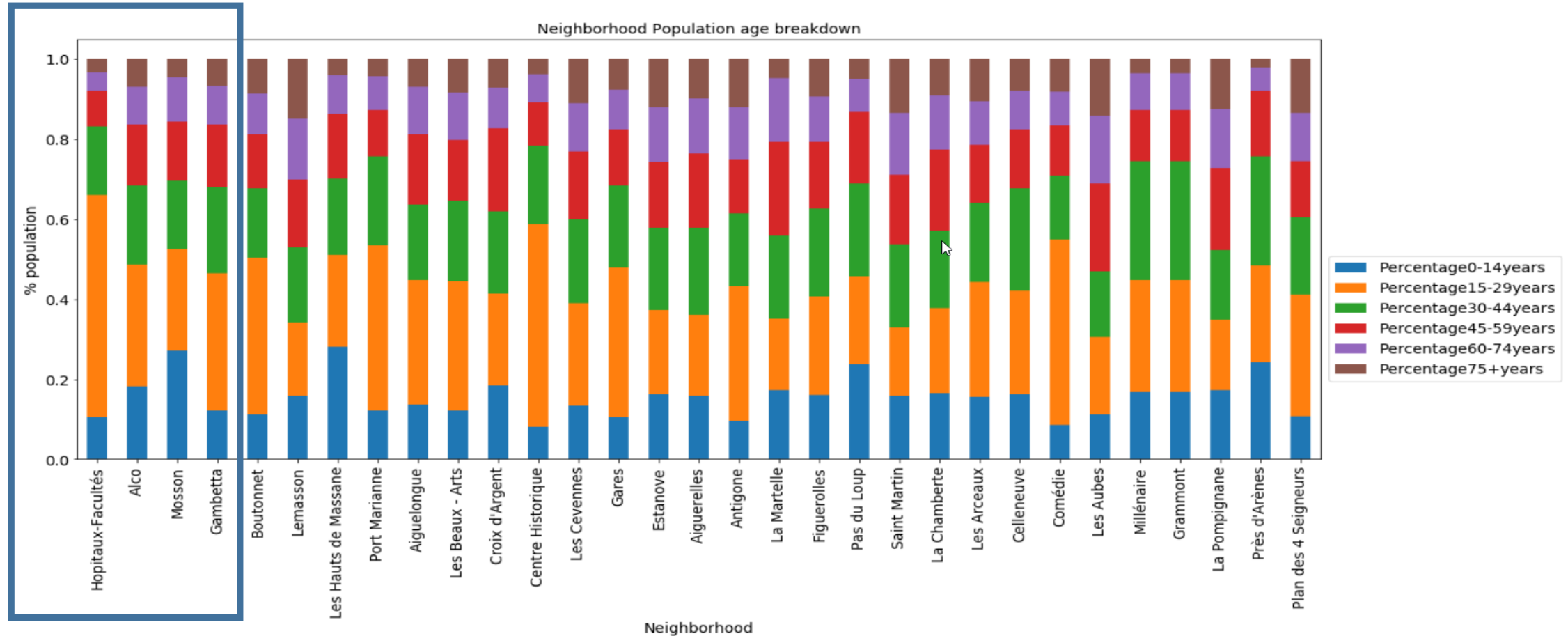
Restaurant “La ö” is into “**Hopitaux-Facultés**”

# Descriptive analytics



- Neighbourhood population

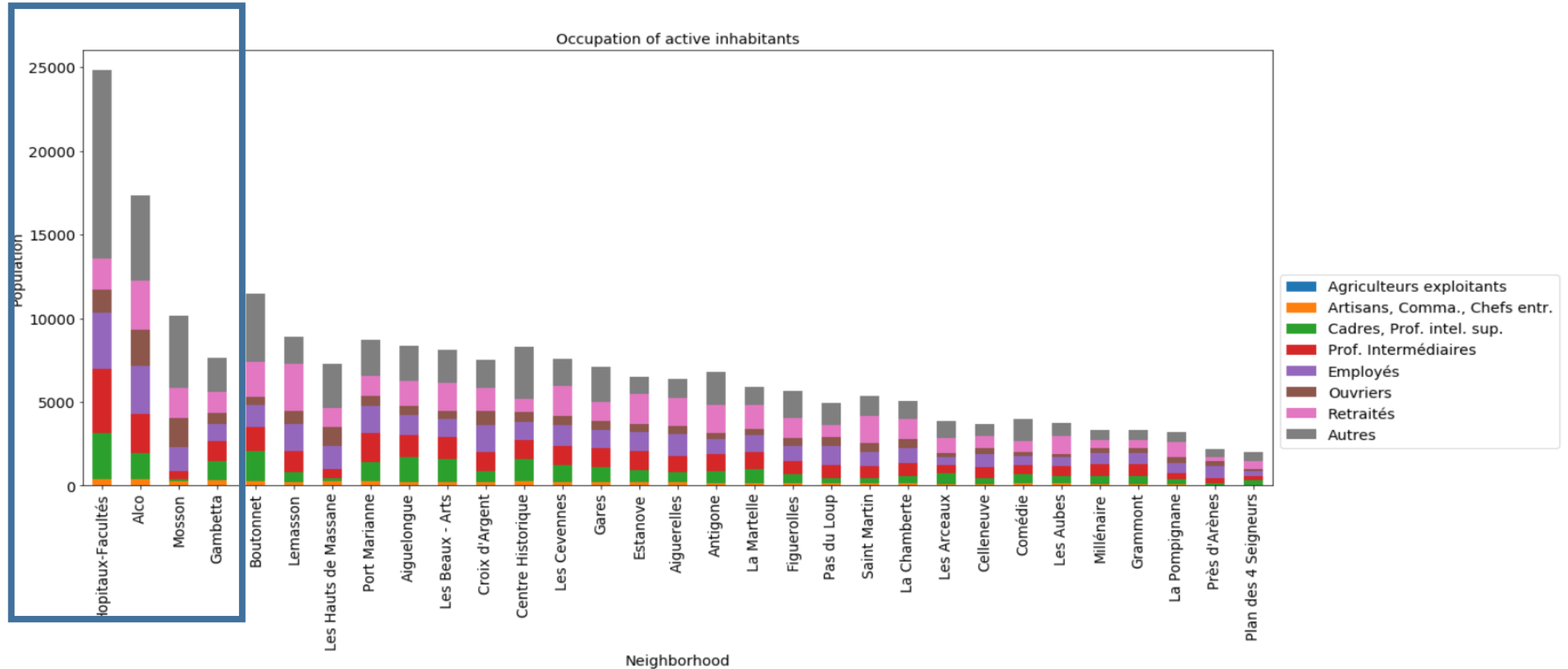
# Descriptive analytics



- Inhabitant age breakdown

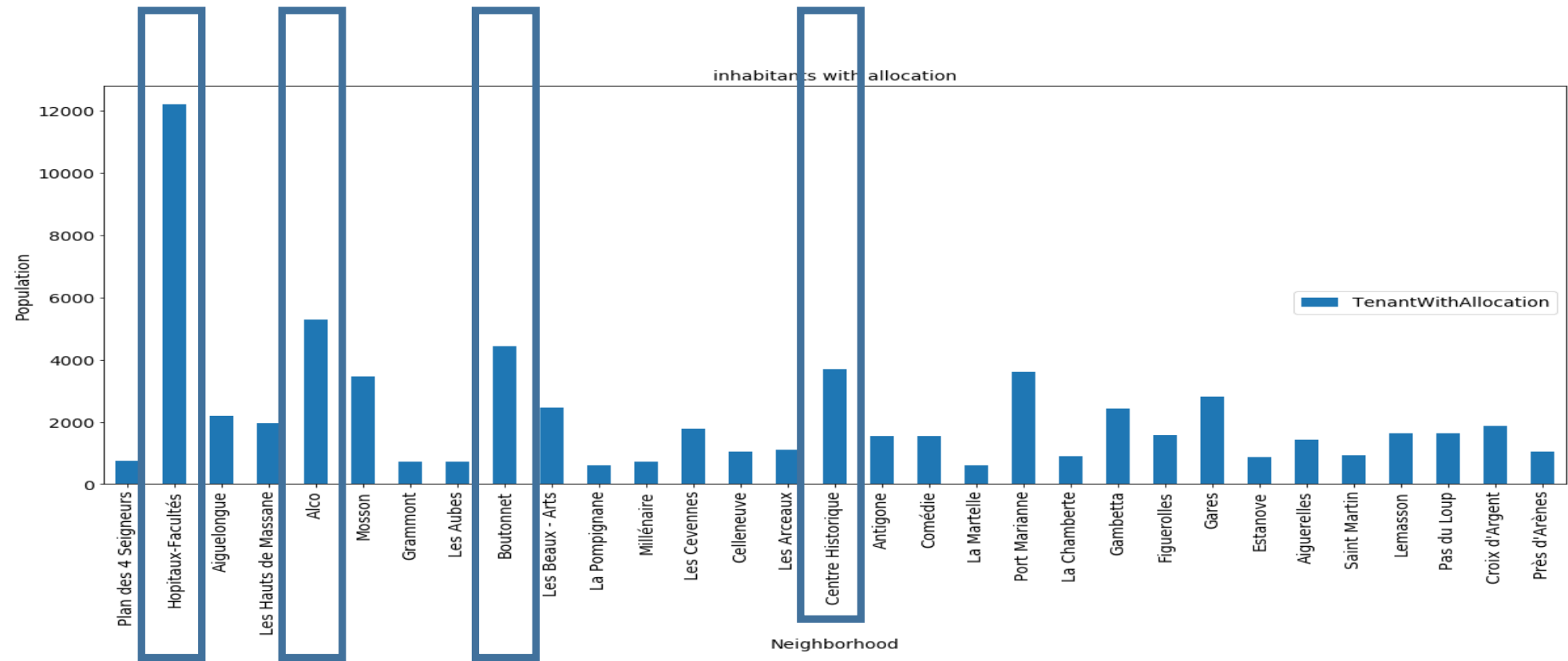


# Descriptive analytics



Occupation of active inhabitants. *“Other” includes students*

# Descriptive analytics



Number of neighbourhood inhabitants with tenant housing allocation

# Neighbourhoods long list

- **Alco, Mosson, Gambetta** : because of the age and profession of inhabitant (including students)
- **Mosson, Alco, Près d'Arène, Les haut de Massane, Celleneuve** : because of the income per capita

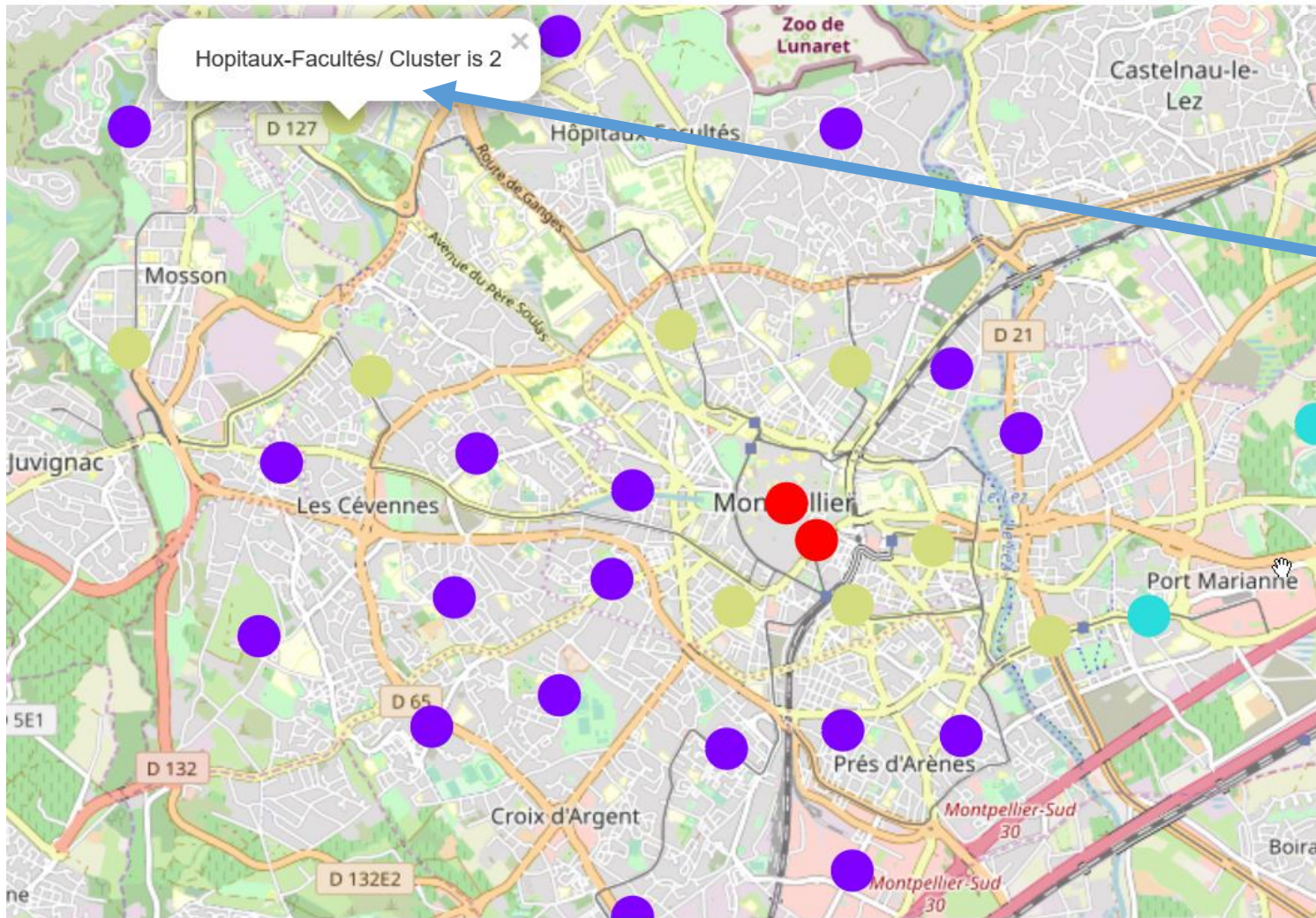
# Kmeans Clustering



Industries extractives, énergie, eau, gestion des déchets et dépollution	Fabrication de denrées alimentaires, de boissons et de produits à base de tabac	Fabrication équipements électriques, électroniques, informatiques ; fabrication de machines	Fabrication de matériels de transport	Fabrication autres produits industriels	Construction	Commerce ; réparation d'automobiles et de motocycles	Transports et entreposage	Hébergement et restauration	Information et communication	Activités financières et d'assurance	Activités immobilières	Activités scientifiques et techniques ; services administratifs et de soutien	Administration publique, enseignement, santé humaine et action sociale
1.0	2.0	0.0	0.0	3.0	11.0	13.0	0.0	2.0	7.0	1.0	5.0	15.0	12.0
4.0	4.0	5.0	0.0	20.0	80.0	147.0	28.0	57.0	76.0	53.0	50.0	229.0	243.0
2.0	6.0	1.0	0.0	3.0	30.0	62.0	4.0	15.0	25.0	16.0	35.0	105.0	114.0
9.0	5.0	1.0	0.0	11.0	119.0	82.0	19.0	17.0	13.0	9.0	15.0	49.0	41.0
4.0	12.0	2.0	1.0	8.0	166.0	134.0	9.0	26.0	31.0	19.0	39.0	125.0	164.0
5.0	10.0	3.0	0.0	15.0	432.0	206.0	18.0	27.0	30.0	21.0	29.0	222.0	176.0

Number and types of service, shops and industries

# Kmeans Clustering: 4 centers



Cluster	Number of neighbourhoods	Neighbourhoods
0	18	Plan des 4 Seigneurs, Aiguelongue, Les Hauts de Massane, Les Aubes, La Pompignane, Les Cévennes, Celleneuve, Les Arceaux, La Martelle, La Chamberte, Figuerolles, Estanove, Aiguerelles, Saint Martin, Lemasson, Pas du Loup, Croix d'Argent, Près d'Arènes
2	9	Hopitaux-Facultés, Alco, Mosson, Boutonnet, Les Beaux-Arts, Antigone, Port Marianne, Gambetta, Gares
3	2	Centre Historique, Comédie
1	2	Grammont, Millénaire



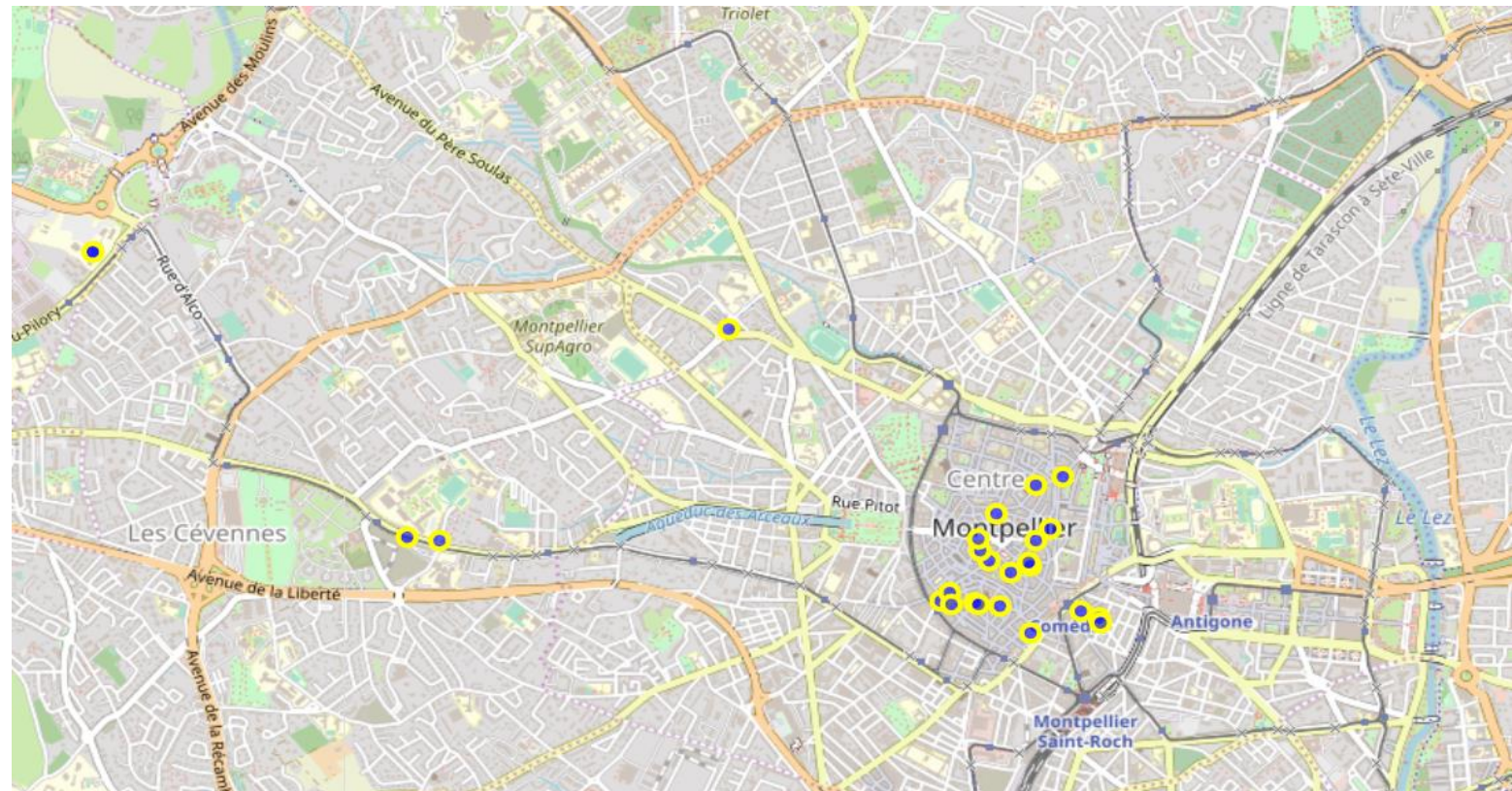
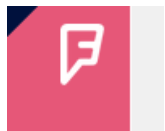
# Neighbourhoods short list



From descriptive analytics & Clustering:

**Alco, Mosson and Gambetta.**

There are 27  
competitor  
restaurants  
inside  
Foursquare





# Neighbourhoods selected

- There are a lot of restaurant in Gambetta. It is not a good idea to install where there are already many competitors. So let's see the rating of the restaurants in the 2 others neighbourhood:

## **Alco, Mosson**

Neighbourhood CVA\_Alco: Rating for "Cafet' de Sup de Co": This venue has not been rated yet.

Neighbourhood CVA\_Alco: Rating for "Le Sens Six" is 5.8

Neighbourhood CVA\_Alco: Rating for "Scholler": This venue has not been rated yet.

Neighbourhood CVA\_Alco: Rating for "Pierrot & Fils": This venue has not been rated yet.

Neighbourhood PAI\_Mosson: Rating for "Cafet' de Sup de Co": This venue has not been rated yet.

Neighbourhood PAI\_Mosson: Rating for "McDonald's" is 5.2

# Conclusion

- Neighbourhood **Alco** seems a good place as the population and activities are the same as “**Hopitaux-Facultés**” where the restaurant is currently located. Moreover there are very few competitors there and there are also a lot of students that may become regular clients.
- The drawback is that is that this neighbourhood is close to the current one. The bulk of customers may be too small to accommodate two restaurants.
- The same analysis would be more useful if done with the neighbourhoods of other cities in France. But this is another story....

# References

- [https://dataplatform.cloud.ibm.com/analytics/notebooks/v2/017b7c-bd-6c7f-40d8-b58b-2442a9e6af2e/view?access\\_token=d45e0dca5aefd67d94d6f206d1cd5334484fa1a1f1198b332f283d45850f19c2](https://dataplatform.cloud.ibm.com/analytics/notebooks/v2/017b7c-bd-6c7f-40d8-b58b-2442a9e6af2e/view?access_token=d45e0dca5aefd67d94d6f206d1cd5334484fa1a1f1198b332f283d45850f19c2)
- [https://github.com/cspielmann/Coursera\\_Capstone/tree/master/capstone\\_final](https://github.com/cspielmann/Coursera_Capstone/tree/master/capstone_final)