

# ***Analysing cultural activity of the neighbourhoods of Paris in order to chose the best place for starting a new restaurant***

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Capstone Project - The Battle of Neighborhoods-

# Introduction

- ✓ Paris is the most populous municipality and the capital of France.
- ✓ The city of Paris has 2.187 million inhabitants called Parisians. The Parisian agglomeration has 10.73 million inhabitants and its urban area has 12.78 million inhabitants. The Parisian agglomeration is thus the most populous in France, the third in Europe and the 32nd in the world.
- ✓ Paris symbolizes French culture and is nicknamed the City of Light, it is home to world famous monuments and is one of the most visited cities in the world.
- ✓ Paris has three opera houses, hundreds of theaters and cabarets, as well as a large number of music halls and performance venues .

# Business problem and background

- ✓ Find the best place to open a new restaurant
- ✓ For this, we have to do a neighbourhood choice which would be probably the most likely to give a profitable business.
- ✓ Neighbourhood is one of choice inducteurs, like number of competitors and type of proposed services for instance, but probably than the level of cultural activity available in the neighbourhood , with the presence of several different venues close from the futur business, will help to develop it.
- ✓ Starting hypothesis: the more the cultural activity is available, the more competitors there are.

# Description of the data

- ✓ Source for neighbourhood of Paris
  - ✓ Wikipedia page via data scraping:  
[https://fr.wikipedia.org/wiki/Liste des quartiers administratifs de Paris](https://fr.wikipedia.org/wiki/Liste_des_quartiers_administratifs_de_Paris)
- ✓ Geographical coordinates of the neighbourhoods
  - ✓ Use of GeoPy library: <https://geopy.readthedocs.io/en/stable/>
  - ✓ And ArcGIS Online Geocoding Service: <https://geocode.arcgis.com/arcgis/>
- ✓ “Density” of cultural places and competing restaurants by neighbourhood
  - ✓ Use of Foursquare API: <https://developer.foursquare.com/docs/places-api/>

# Next step ...

- ✓ week5