



IBM DATA SCIENCE CAPSTONE PROJECT

COURSERA

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Introduction

- In this module we are going to discuss a Business problem to be solved first.
- We will use Foursquare API to gather the data for a specific location.
- Based on some Analysis we will conclude a result.



Business Problem

- My client wants to open a new Indian Restaurant in Paris, France near Eiffel Tower because of it is one of the best tourist places in France and it attracts tourism from whole world and Indians also prefer Paris for their holiday trips also Indian Food is very famous and it also attracts different types of people.

PROBLEM: My client wants to decide the appropriate location in Paris near Eiffel Tower where he can open a new Indian restaurant.



Discussion

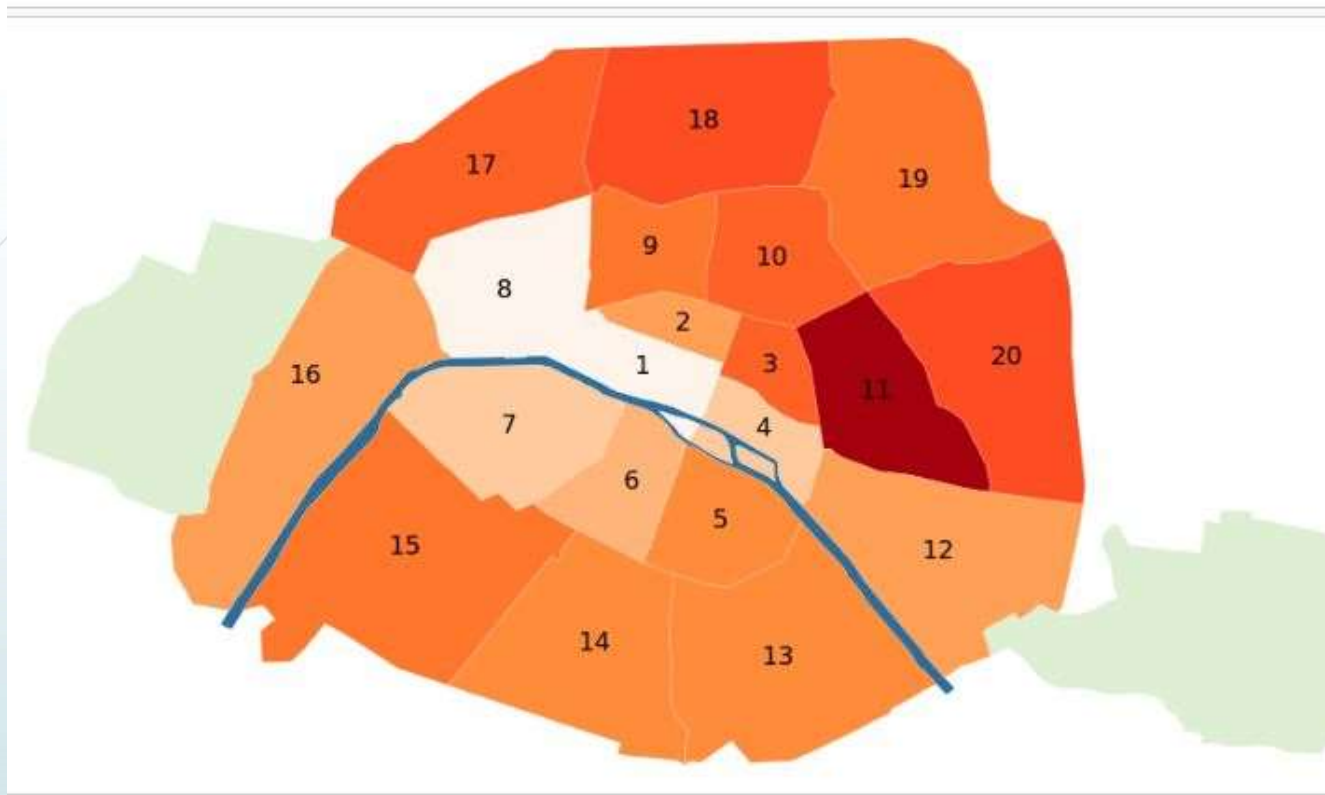
My client wants to open a new Indian restaurant in Paris, France as a part of his business so he wants to understand which place or area in Paris would be better for opening his new restaurant so that his business grows well.

- Competition, if there are already many restaurants of same type e.g. Indian in that area then opening a new restaurant of similar kind is risky
- Timing, suppose we opened a new restaurant, to beat our competition we need to have an early opening timing and late shut down than others so that we could gather more customers, also we need to have some offers for customers
- Staff should feel good while working by providing them a good salary and timing nobody would want stress at work.



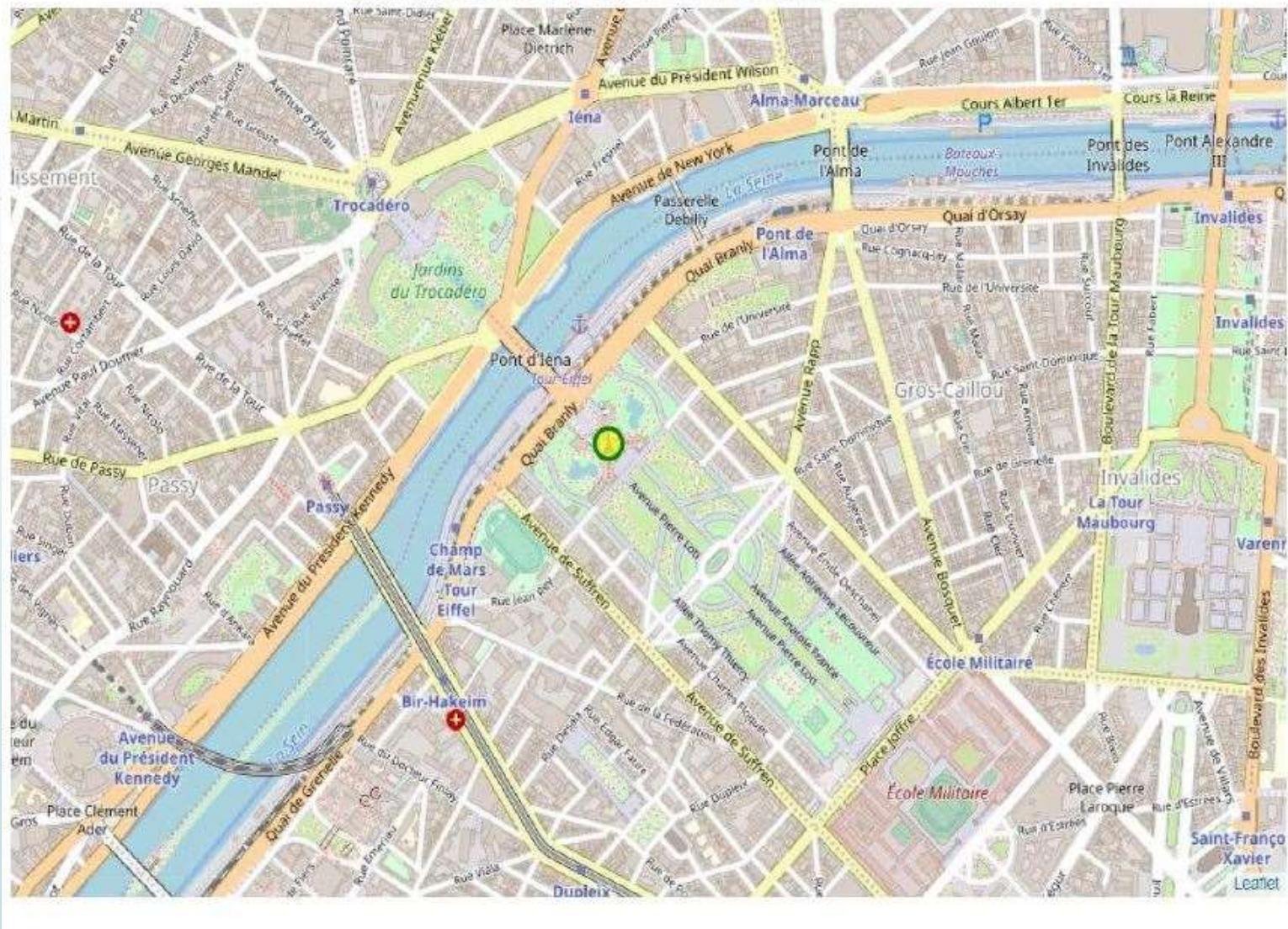
ABOUT PARIS

- The city of Paris is divided into twenty arrondissements municipaux, administrative districts, more simply referred to as arrondissements. The twenty arrondissements are arranged in the form of a clockwise spiral (often likened to a snail shell), starting from the middle of the city, with the first on the Right Bank (north bank) of the Seine. In French, notably on street signs, the number is often given in Roman numerals. For example, the Eiffel Tower belongs to the VIIe arrondissement while Gare de l'Est is in the Xe arrondissement. In daily speech, people use only the ordinal number corresponding to the arrondissement.



Structure of Paris

LOCATION OF EIFFEL TOWER





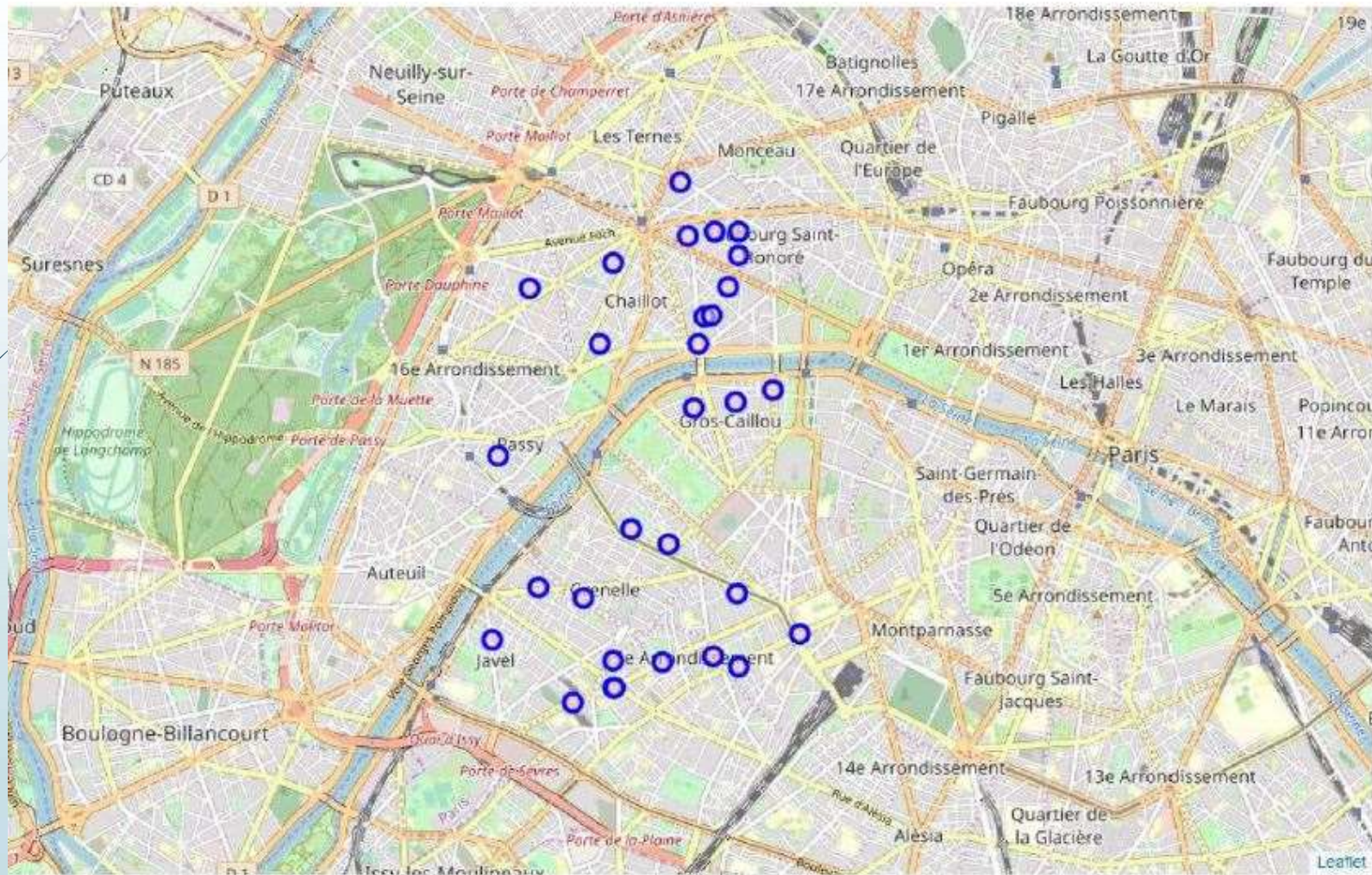
Process

- ▶ With the help of foursquare api I have gathered data.
- ▶ I have found that there are 30 Indian restaurants in that area.

LIST OF INDIAN RESTAURANTS

```
Out[9]: 0 New Jawad
        1 Santoor
        2 Indian Népalî Swad
        3 Sagarmatha
        4 Simla Hill
        5 Le Palais de Shah Jahan
        6 Mayfair Garden
        7 Relais Boccador
        8 Taj Mahal
        9 Khajuraho - indien dining & bar
       10 Ashiana
       11 Al Punjab
       12 Le village de l'Inde
       13 Les Jardins de Shah Jahan
       14 Le Agra
       15 Indian Villa
       16 Le Palais de Raja-Maharaja
       17 New Jawad
       18 Annapurti
       19 La Rose du Kashmir
       20 Royal Rajasthan
       21 Oh ! Saveurs
       22 Shirvan
       23 Punjab Palace
       24 Annapurna
       25 Thali
       26 Arti
       27 Krishna Bhavan
       28 Sagar Matha
       29 Ratn
```

Location of all the Indian Restaurants





Conclusion

- Actually, we know that the city of Paris is divided into twenty arrondissements municipaux, administrative districts, more simply referred to as arrondissements.
- As we have located the location of Indian Restaurants near Eiffel Tower in the radius of 2000 meters, we can see from the map that :
- Most of the Indian Restaurants are located in 16e Arrondissement, 15e Arrondissement, 8e Arrondissement and 7e Arrondissement
- Also, we can see that in 16e Arrondissement and 8e Arrondissement there are already many Indian Restaurants while 15e Arrondissement and 7e Arrondissement has lesser number of Indian Restaurants. So they are better areas for opening a new Indian Restaurant.
- With the help of Indian Restaurants addresses and their corresponding Ratings (which changes over time) and from the map generated, my client can make decision on where to open his new Indian Restaurant near Eiffel Tower in Paris, France.