

**FIND A LOCATION FOR MY NEW
RESTAURANT**

INTRODUCTION

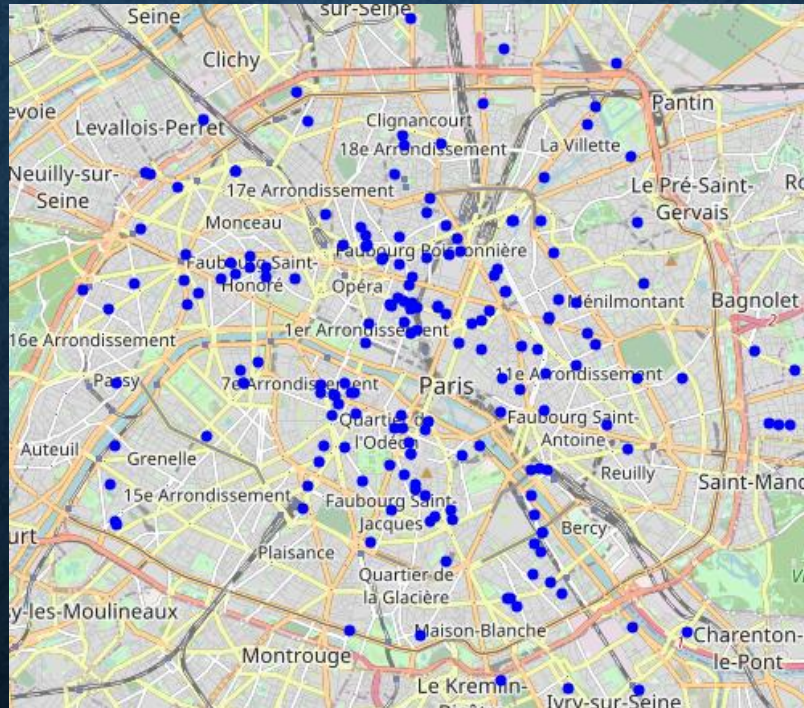
- The restaurant service is an attractive business in Paris
- However, the competition is very High
- Where could I open my future Vietnamese restaurant

STRATEGY

- Target to students and young working people
- Find a location near to universities or co-working spaces (interesting points)
- Prefer the low completion zone

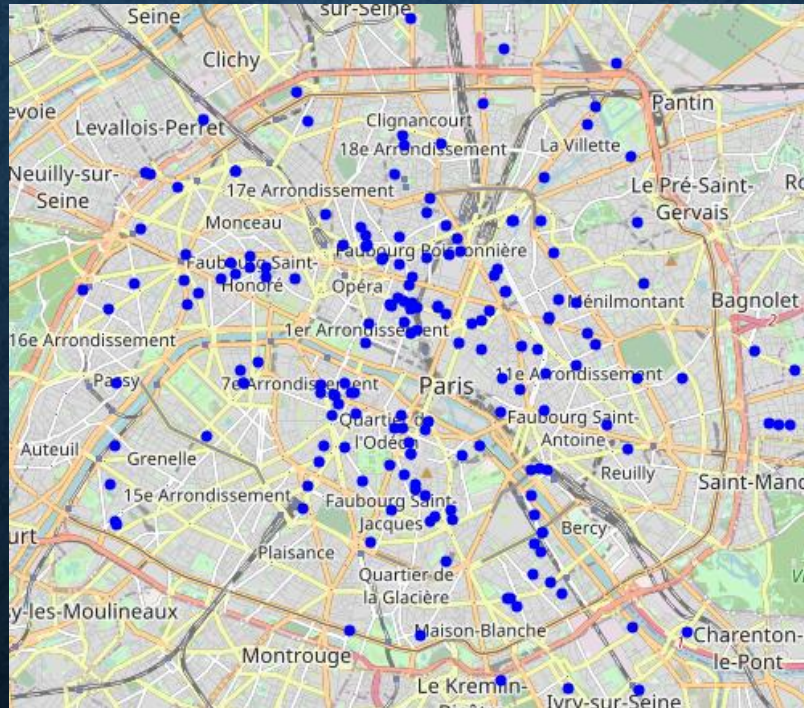
DATA

- Get name, location of all universities and co-working space in Paris (6km from the city center) from FourSquare



DATA

- Determine number of Vietnamese restaurants with in 800m and 200m from the interesting points

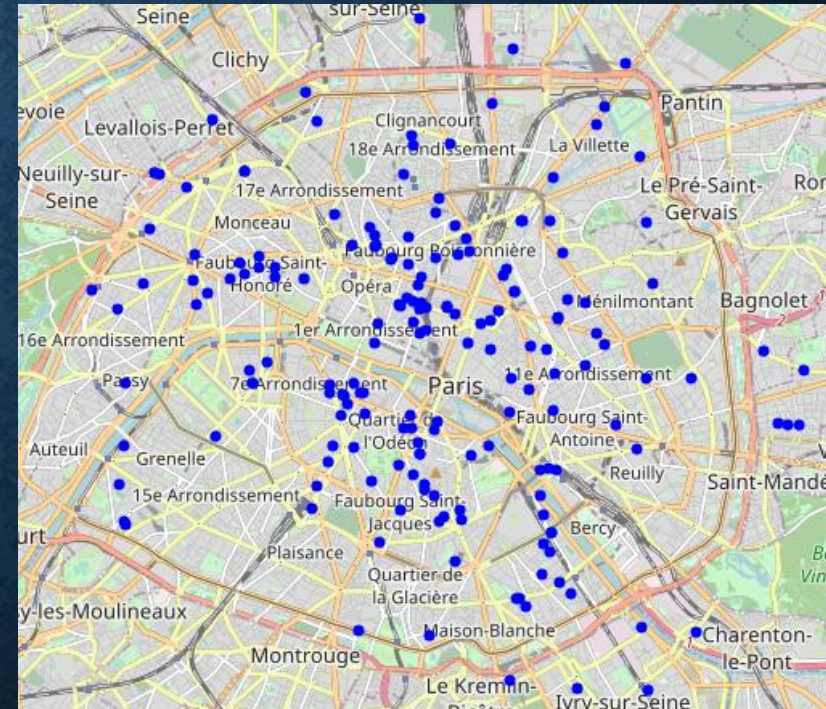


METHODOLOGY AND RESULTS

- Step 1: Remove all interesting point close to other Vietnamese restaurants:

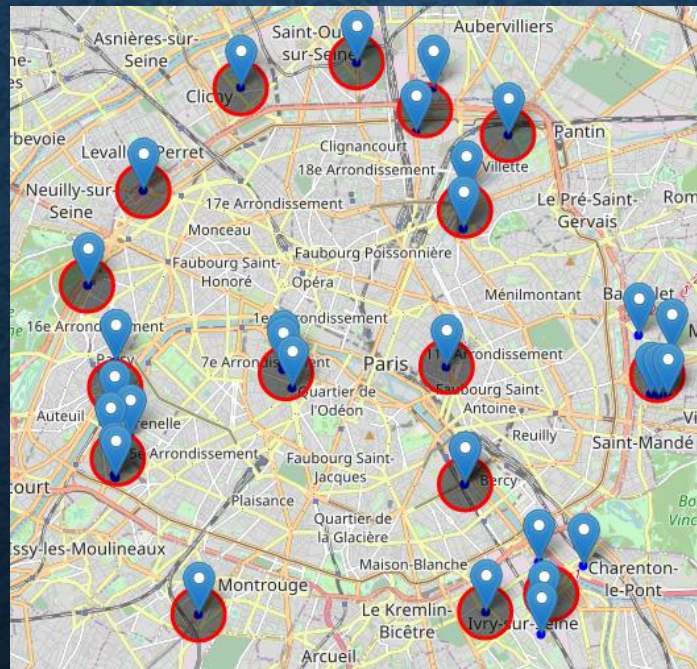
- More than 3 Vietnamese restaurant within 800m

- a Vietnamese restaurant within 200m



METHODOLOGY AND RESULTS

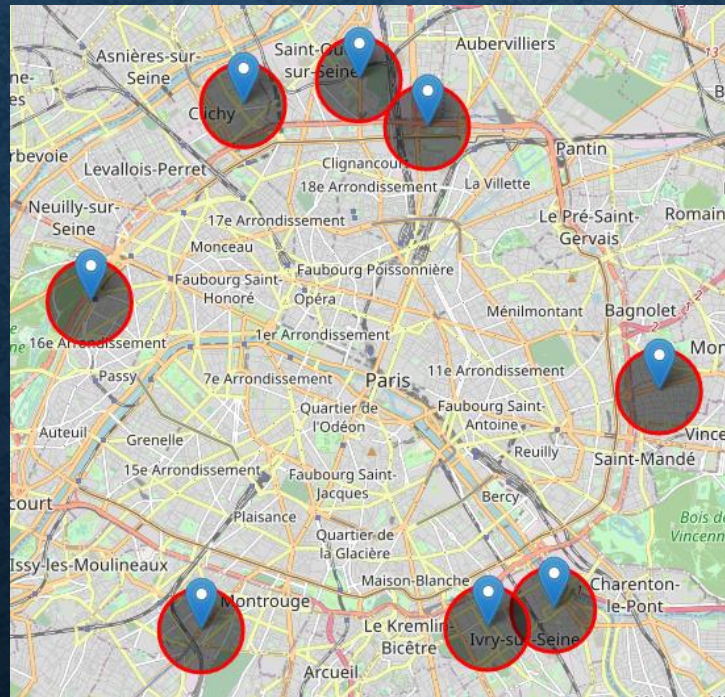
- Step 2: Cluster the remaining interesting points into 16 candidate zones with a radius of 800m



METHODOLOGY AND RESULTS

- Step 3: Remove candidate zones with more than 57 restaurants inside (all kinds of restaurants)

→ 8 zones



METHODOLOGY AND RESULTS

- Step 4: Identify addresses of the centers of candidate zone:
 1. 56-74 Avenue Michelet, 93400 Saint-Ouen, France
 2. 44 Rue Jean Jacques Rousseau, 94200, Ivry-sur-Seine
 3. 4 Rue Paul Eluard, 93100 Montreuil
 4. 187 Avenue Pierre Brossolette, 92120 Montrouge
 5. 18 Impasse Dumur, 92110 Clichy
 6. 54 Boulevard Ney, 75018 Paris
 7. 16 Boulevard Lannes, 75116 Paris
 8. 74 bis Avenue Maurice Thorez, 94200 Ivry-sur-Seine

CONCLUSION

- 8 zones are identified
- quite far the city center
- Low competition (from Vietnamese restaurants and other restaurants)
- Close to universities or co-working spaces
- Pay attention to the identified zone in the west and east of the Paris → affluent zones