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CAPSTONE PROJECT
THE BATTLE OF NEIGHBORHOODS

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Introduction/Business Problem

Bubble tea (also known as **pearl milk tea**, **bubble milk tea**, or **boba**) is a tea-based drink invented in Taiwan during the 1980s, which is shaken with ice to create the "bubbles", a foamy layer on top of the drink; chewy tapioca balls ("pearls") are added as well. Ice-blended versions are frozen and put into a blender, resulting in a slushy consistency. There are many varieties of the drink with a wide range of flavors. The two most popular varieties are black pearl milk tea and green pearl milk tea.

Culture Impact

Bubble tea has become synonymous with Taiwan and is an important symbol of Taiwanese identity both domestically and internationally. It is such a popular drink that it is often referred to as the "national drink" in Taiwan. It then spread rapidly in Asia, including China, South Korea, Malaysia, Singapore, Vietnam and Thailand. It has also been exported to many European and American cities, especially those with large Asian communities.
In France, Bubble Tea Salons have been open for many years in Paris and also in Lyon, Lille, Grenoble.

There are currently always a few number of Bubble tea shop in Paris and we would like to recommand someone who is looking to open a Bubble tea shop in french cities particularly in Paris in basis of the neighborhood (20 districts). So where will we recommend the best position that they open it?

Data

For our project, we will use the geographical position of each district in Paris in order to see if there are bubble tea shop in a district with the Foursquare API (venues), if it is a good idea to open a shop in the vicinity (if the shops around the location of the district given have good ratings, etc..) or if there are none shops.