

# Midnight in Paris

*(The Battle of Neighborhoods Week 1 Capstone Project)*

## 1. Introduction

### Business Understanding

Midnight is a (Fantastic) thematic restaurant company looking to open a branch in Paris. They are interested in finding the neighborhood that best suits their charisma: love for antiques.

The restaurant prepares cuisine from all countries, offering antique-style menus. They also offer antique merchandising as a part of the dinning experience.

It is a competitive company, its main concern is to find a place where people and tourists usually enjoy existing restaurants, in areas surrounded with antiques shop and simmlar attractions.

So, the big question to solve is: **What is the best neighborhood in Paris that is best associated with antiques and has an important presence of restaurants**

### Analytic Approach

As we have a prescriptive question, we will use Clasification Approach. We will use Machine Learning techniques for Clustering Neihborhood to analyze competitors restaurant types