Coffee Shop Site Selection in Paris

Data

To conduct this study, I used data on INSEE website which is the national institute of statistics and studies of economics in France.

On INSEE website, I found information about median household income, population density, and employment status for each borough from the 20 boroughs which compose Paris. The data is on table format and it is necessary to use scraping techniques to produce clean datasets.

INSEE gives, as well, data about type of establishments at each borough. This information is useful to determine whether a neighborhood can be considered as an employee base.

I used Foursquare API to get the most common venues of each neighborhood of Paris. This data allows to look to competitors and avoid to be close to other coffee shops.

The website data.gouv.fr provides many types of data about Paris and I could find .json file which contains coordinates of each borough.

I used Nominatim python module to get the center coordinates of each neighborhood.