

# Capstone Project – Identify a location to start **TOY STORE** in Paris

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## Introduction:

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City of Paris is well known for its art, fashion and museum. The city attracts many tourist population and in 2019, Paris has reported around 35.4 million tourists' arrivals. It has its major share in the France tourist income. Tourism has contributed many direct and indirect employments. This tourist sector is made up mainly of service sectors such as hotels, leisure, retails, catering and transport.

In this most populous city, we assume that starting Toys store Business, close to any famous neighbourhood may attract good number of customers. Selling small models of famous places in and around Paris, traditional and indigenous toys of Paris, may help the retailers.

## Data & Analysis:

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For this project, the website '<https://frenchmoments.eu/arrondissements-of-paris>', is used to collect details about neighborhood. Details such as borough, neighborhood and Zip code are obtained from the previously mentioned website.

To get the latitude and longitude details, **geocoders** library is used.

**Folium** will be used to display all places in Map.

**FourSquare** API will be used to get the neighborhood venues and existing toys store details in all places.

**Clustering Algorithm**, in Sklearn library is used to group the places.