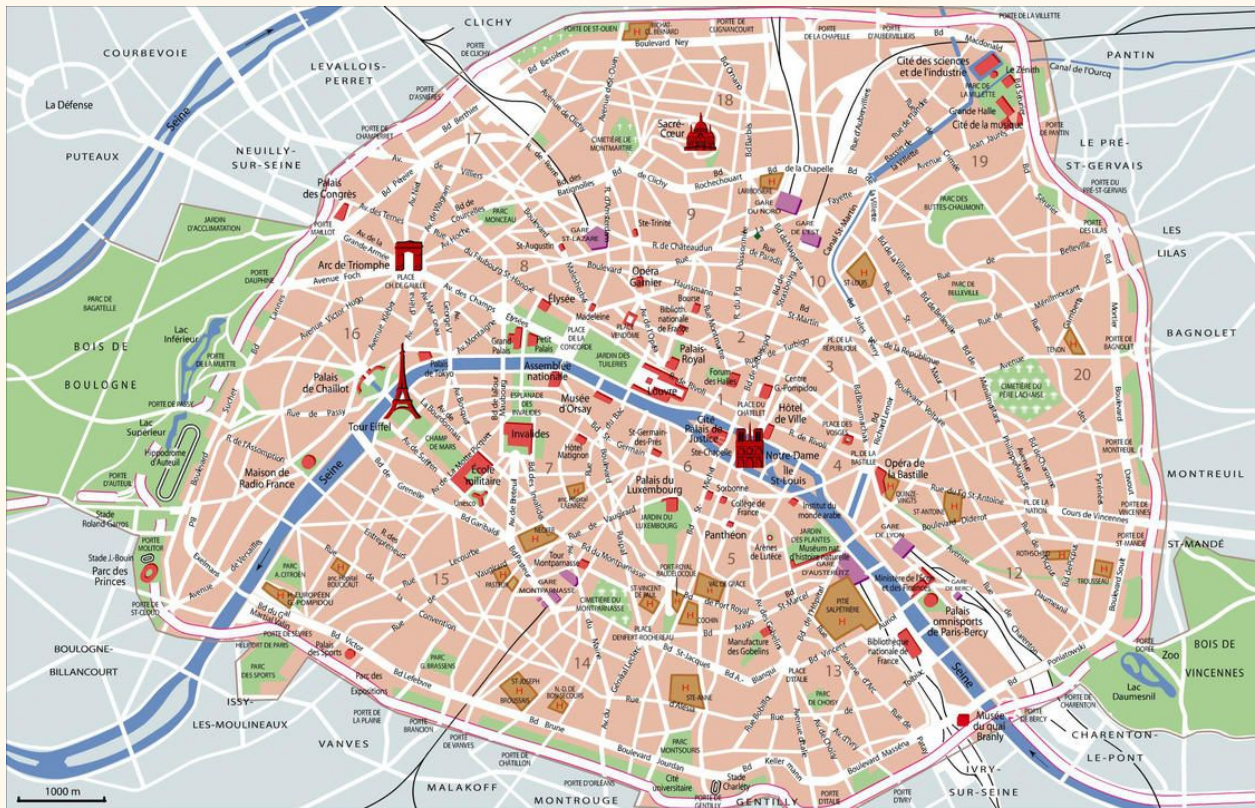# DATA SCIENCE CASE STUDY
FINDING THE BEST LOCATIONS FOR A FOOD TRUCK IN PARIS

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By Lara Ramirez

INTRODUCTION

Food trucks are travelling canteens that park along urban streets to serve up high-quality, homemade cuisine; some even focus on gourmet food.

Street food has always been around in the French capital, but the food truck trend is relatively new. The first official food truck in Paris, "Le Camion Qui Fume", started in 2011. Since then, the craze for mobile eats has been on the rise, and food trucks are consistently proven to be profitable business models - as long as key elements such as concept, location and visibility are carefully crafted.

"El Taco" is a new arriver who is ready to launch. Given they are not yet known, they want to ensure they target the busiest locations in Paris to try out their concept and build their reputation, before eventually setting up a permanent spot.

They have asked for an automated recommendation machine that ranks live the busiest places in Paris, so they can decide on the spot where it may be best to go.

DATA DESCRIPTION

The Foursquare API gives us access to the 50 venues with the most people checked-in near a given location. They call these "trending venues".

Each venue belongs to a category. Possible first level categories are listed below:

```
Arts & Entertainment
College & University
Event
Food
Nightlife Spot
Outdoors & Recreation
Professional & Other Places
Residence
Shop & Service
Travel & Transport
```

Our automatic recommendation machine will gather the results and discriminate between their categories to examine only relevant types. 'Food', 'Residence' and 'Travel & Transport' will be excluded from the analysis.

All other venue results will be regrouped to create a heatmap of the live busiest areas in Paris.

METHODOLOGY

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RESULTS

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DISCUSSION

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CONCLUSION

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