



# The Battle of Neighborhoods

## Homebox storage

COURSERA- Final exam, Applied Data Science Capstone

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# Situation / Problem

Analyses the Neighborhoods to find a place for launch or start a new business in storage Box industry

## Context

- ◆ Lot of questions come in the table when it's time to launch new business in Box Storage industry.
  - ◆ Which towns or regions should I choose for my business ?
  - ◆ Which environment in terms of venues should be present ?
  - ◆ What is a perfect demography for my business ?
- ◆ This work propose an approach to solve parts of those questions .



## Problem Statement

- ◆ High rate of business failure in this business industry
- ◆ Big concentration of the business in the same place

# Executive Summary

## Situation

- ◆ Businessman want to launch new business in box storage and searching the best way to achieve this goal
  - ◆ Help businessman making smart and efficient decision on selecting great place in France
  - ◆ Taking in account environment by choosing place

## Problem

- ◆ Online data for those kind of business are not available specially when it come on the question what specific parameters a use to launch new business

## Solution

- ◆ **Study how one major in this sector is taking decision when is come time to launch new business**
  - ◆ Analysis of information present on pages <https://www.homebox.fr/>
  - ◆ Analysis of venues around business
  - ◆ Analyses the demography of the place

# Approach

Launch a python scraping script on <https://www.homebox.fr/>

- ◆ Get the positions of all the positions of box storage from the company Homebox (Privat and professional) in France
- ◆ Plot the Data on map to identify regions, with big competitions

Get venues, which are around all business

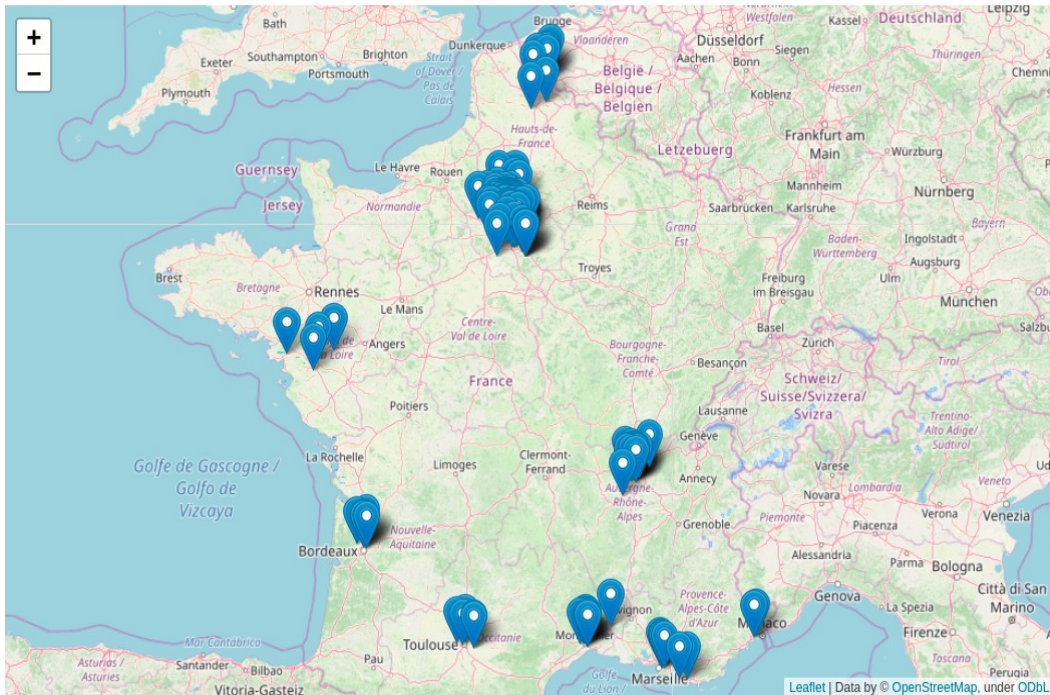
- ◆ Plot venues from private and professional actors to see if actors are using different parameters for decisions

Analysis demographic of places where business are present

- ◆ Plot the dispersion of demographic

# Choosing place's

The Homebox company manage 248 business and most of them are present Paris and Montpellier



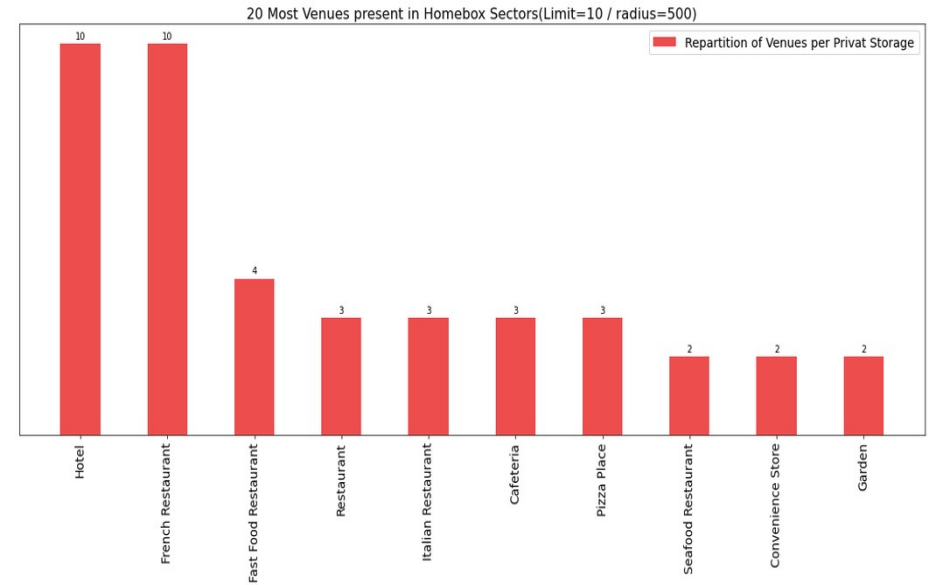
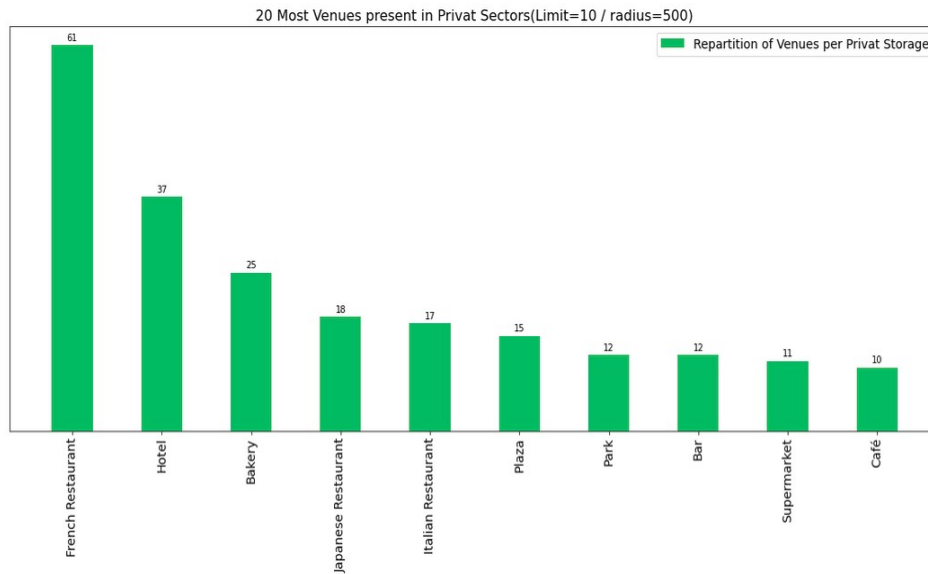
Place where  
There is the mo  
Privat venue

Homeboxyes&no	Nom_commune	Count
109	Privat PARIS 17	12
106	Privat PARIS 14	9
88	Privat MONTPELLIER	8
108	Privat PARIS 16	7
114	Privat PLAISIR	7
111	Privat PARIS 19	6
103	Privat PARIS 11	6
102	Privat PARIS 10	5
93	Privat PANTIN	5
107	Privat PARIS 15	5

Business opportunity are present in region like limoges, Poitier's Le mans, clermont-Ferrand, Angers

# Venues

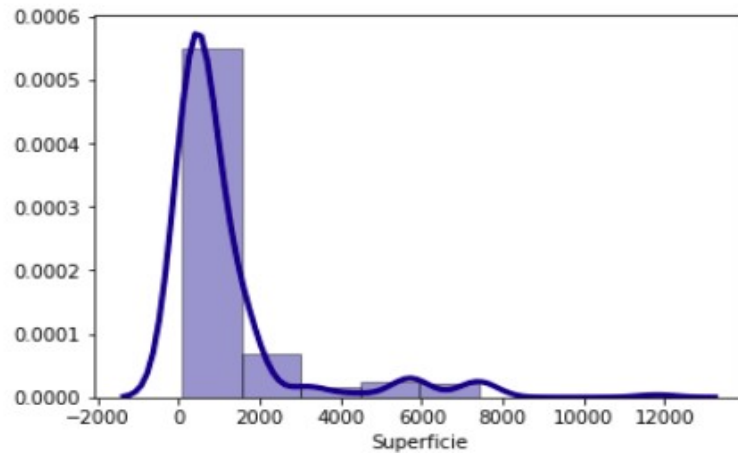
Using foursquare to get venue around all the business ( private and professional )



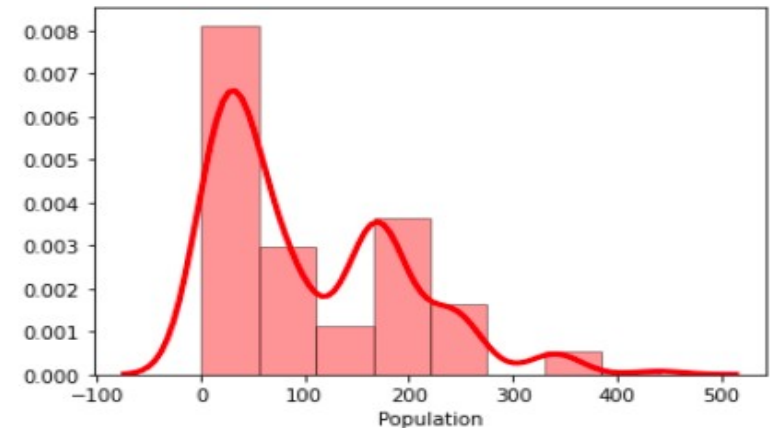
For professionals and privates investor the venues, which need to be present around the business are the same

# Demographic

After making correspond the INSEE code with postal code it is possible to see what are the demographic in the regions where business are present



It is important to give priority of area  
Between [ 0 - 2000] ha when is come time  
To launch this kind of business



Number of people leaving in those regions  
Are [ 0 – 50 000] or [150 000- 200 000]Peoples



# Conclusions / Recommendations

- ◆ To launch new business in the storage box in France
  - ◆ Get priority to the following **Regions**: Poitier's, Le mans, Clermont-Ferrand, Angers, Troyes, la Rochelle
  - ◆ **Avoid Paris** or **Montpellier** for launching new business
- ◆ By implementing new business
  - ◆ Get priority to the following **Venues**: Restaurant, Supermarket, park, Hotel, bakery, Garden
- ◆ Regions with specifics geographic characteristics should be choose
  - ◆ Regions with population [ 0 – 50 000] or [150 000- 200 000]Peoples
  - ◆ Regions with area [ 0 - 2000] ha