

How to find the best place to open an asian restaurant in Paris

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I. Introduction

Imagine an Asian person who is planning to move to Paris and who want to open a restaurant there. Paris is a big city in the world which attracts many people to come live here or to visit, so it can be a good idea to open a restaurant. That person knows many Asian recipes (Vietnamese food, Japanese food, Thai food, etc) so his restaurant will serve asian food. The essential question that need to be answered is : Where is the best place to set his restaurant in order to maximize the profit?

In reality, to answer this question it is necessary to consider multiple factors such as the population, the average income, the concurrence, the price of local rent, the transport proximity, etc. That requires a lot of time and effort and it is not suitable in this project to consider all these factors, so I decided to study 2 factors: the population and the most common venues of each borough in Paris, which requires Foursquare location data.

This study aims to help those who want to open a restaurant but also any other business to understand the characteristic of different areas of a city, from what they can decide the ideal place to set their business.

II. Data

By researching on internet, I found the newest data about the population of Paris [here](#) which corresponds to the year of 2019. In order to visualize it on a choropleth map, I searched for the JSON file of the border of all the boroughs [here](#). Then, I found its geographic location using the Nominatim library. However, by showing these coordinates on the map, I saw that they were not in the geographic center of each borough, which could give incorrect result of the most common venues. So I decided to look for more precise coordinates from Internet and I found the data on the same website of the JSON file. That website collects various certified administrative data of the France, so it is a trusted source for our project. From these coordinates data, we will employ Foursquare data to examine each borough of Paris, the result will give us the idea of the best place to open the asian restaurant.