Choosing the best spot to open a Pizzeria in Paris.

Mickael Tessier

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1. Introduction

1.1. Background

The client wants to open a new pizzeria franchise (Italian restaurant) in Paris. The client has numerous franchises in different cities in Europe and north America and is recognized to serve high quality food. The business department evaluate the French market as very promising and are very excited to open a new restaurant in Paris. From the experience they acquired by opening restaurants in Europe, they know what the best conditions for the location are. The project is to use the marketing department inputs for evaluating where is the best location for opening the first company's restaurant in Paris using machine learning and data scouting methods.

1.2. Problem

Discussion with the company marketing department led to several inputs that can be expressed as:

- It has been noticed that many clients go to location where several options are available in a relatively small area. Therefore, the restaurant should open in an area where other pizzerias are around. It has been evaluated that at least 3 pizzerias should be found in a range of 1 km around the location.
- It has been noticed that many clients look at the rate that other customers gave to the place and that the company's restaurant is performing more when the average rate of the neighboring restaurants is lower.

These two inputs will be used to find the best location to open the restaurant in Paris.