

Finding the best location for a healthy food spot in Paris



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Introduction

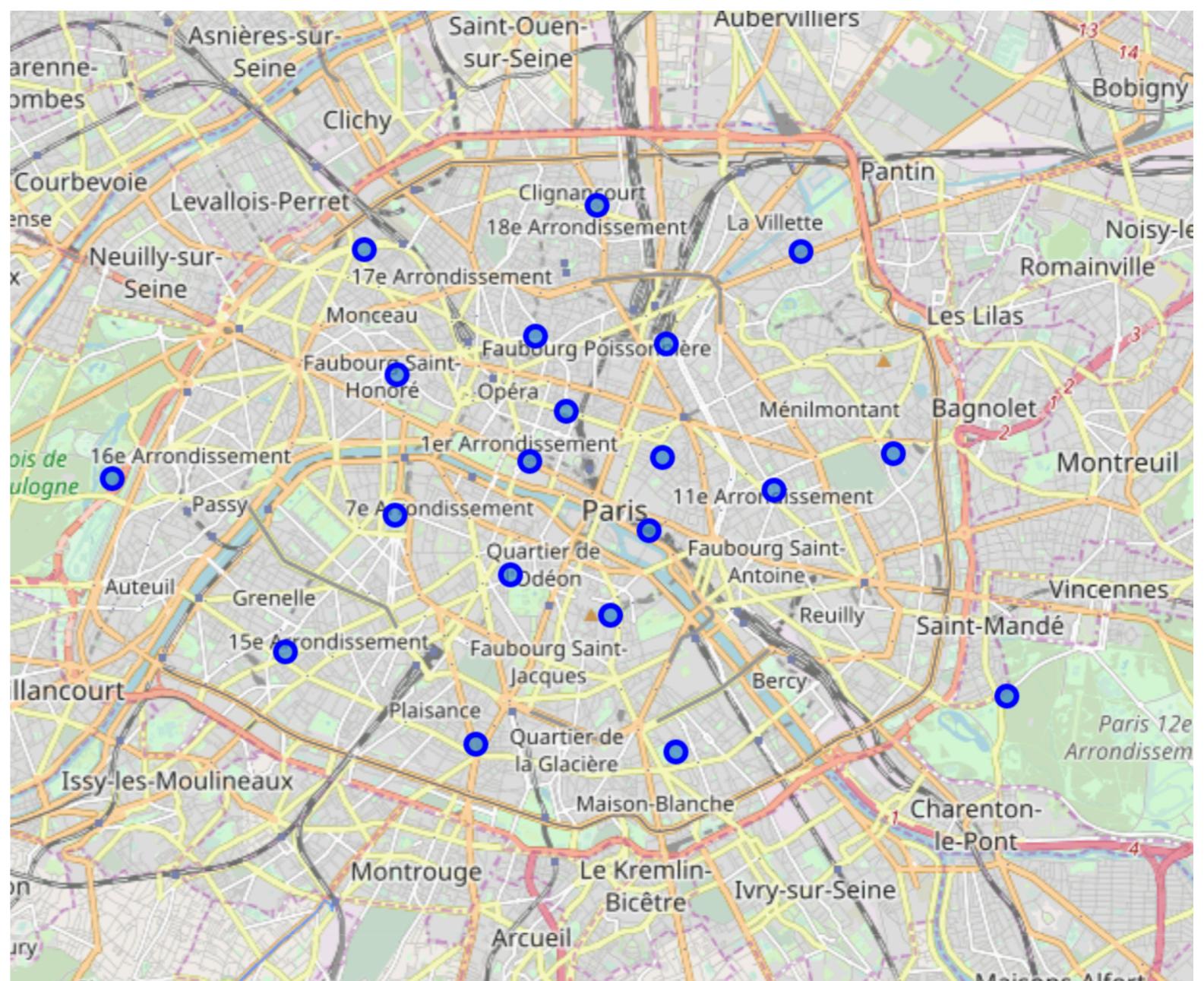
- A group of entrepreneurs and investors planning to open a new chain of healthy food restaurants in Paris
- Goal: promote natural food and healthy lifestyle and make it popular among the young people.
- Target audience: teenagers, students and young office workers.
- Market conquering: concluding contracts with public and private institution: schools, universities, private enterprises - offering them special conditions to attract students and employees on a continuous basis.
- The objective of the study is to locate and recommend to the customer, which arrondissement of Paris will be the best choice to start their business.

Data

- <https://opendata.paris.fr/explore/dataset/arrondissements/> - for information about arrondissements (districts) of Paris:
 - Arrondissements number
 - Arrondissements name
 - Geographic coordinates (latitude, longitude)
- Foursquare API - <https://developer.foursquare.com/> - for information on the potential competitors in the district: places and restaurants offering healthy food, as well as the target audience venues:
 - high schools
 - colleges and universities
 - offices

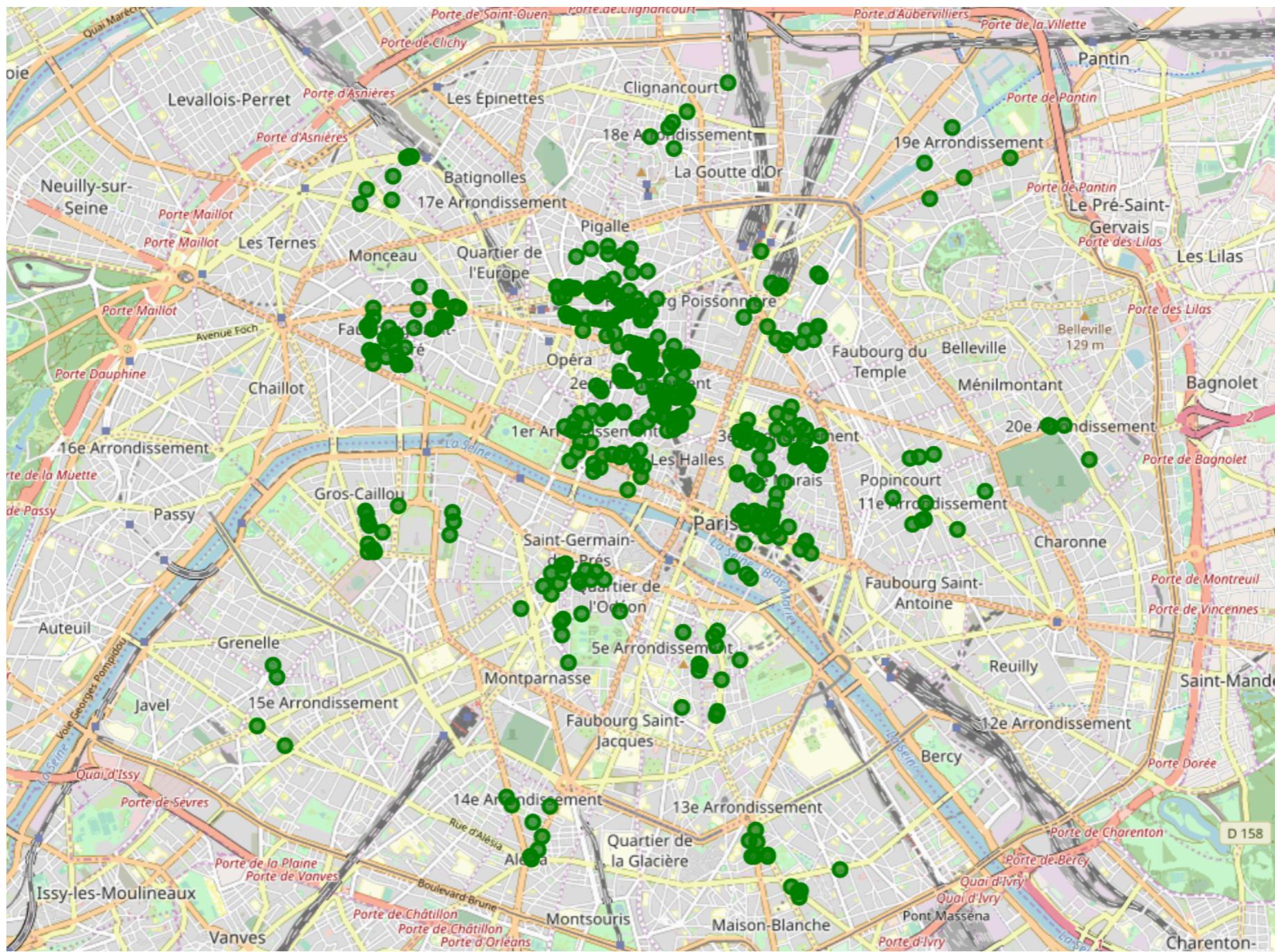
Paris arrondissements

ArrNumber	ArrName	Arrondissement	Latitude	Longitude
1	1er Ardt	Louvre	48.862563	2.336443
2	2ème Ardt	Bourse	48.868279	2.342803
3	3ème Ardt	Temple	48.862872	2.360001
4	4ème Ardt	Hôtel-de-Ville	48.854341	2.357630
5	5ème Ardt	Panthéon	48.844443	2.350715
6	6ème Ardt	Luxembourg	48.849130	2.332898
7	7ème Ardt	Palais-Bourbon	48.856174	2.312188
8	8ème Ardt	Élysée	48.872721	2.312554
9	9ème Ardt	Opéra	48.877164	2.337458
10	10ème Ardt	Entrepôt	48.876130	2.360728
11	11ème Ardt	Popincourt	48.859059	2.380058
12	12ème Ardt	Reuilly	48.834974	2.421325
13	13ème Ardt	Gobelins	48.828388	2.362272
14	14ème Ardt	Observatoire	48.829245	2.326542
15	15ème Ardt	Vaugirard	48.840085	2.292826
16	16ème Ardt	Passy	48.860392	2.261971
17	17ème Ardt	Batignolles-Monceau	48.887327	2.306777
18	18ème Ardt	Buttes-Montmartre	48.892569	2.348161
19	19ème Ardt	Buttes-Chaumont	48.887076	2.384821
20	20ème Ardt	Ménilmontant	48.863461	2.401188

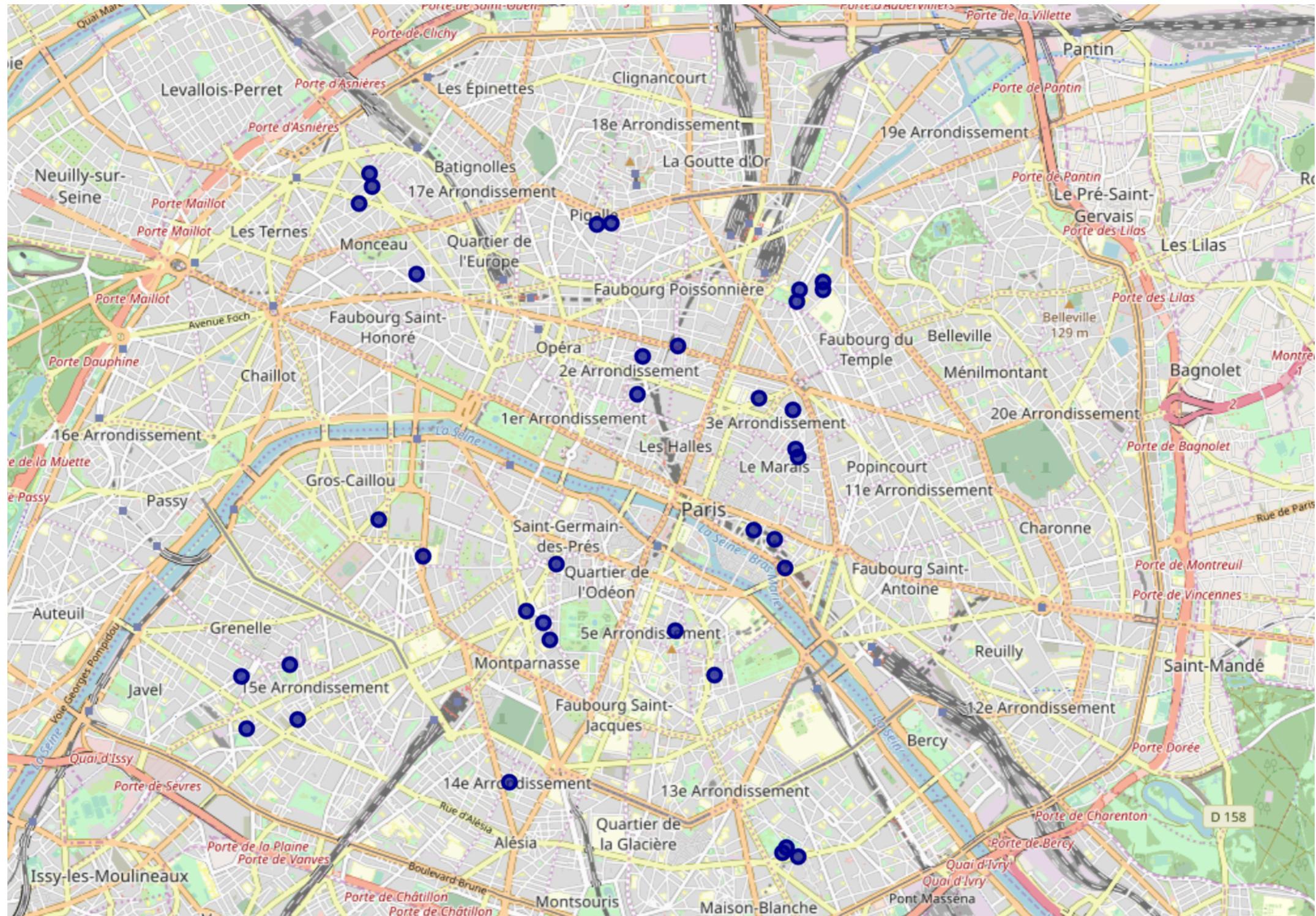


Potential competitors

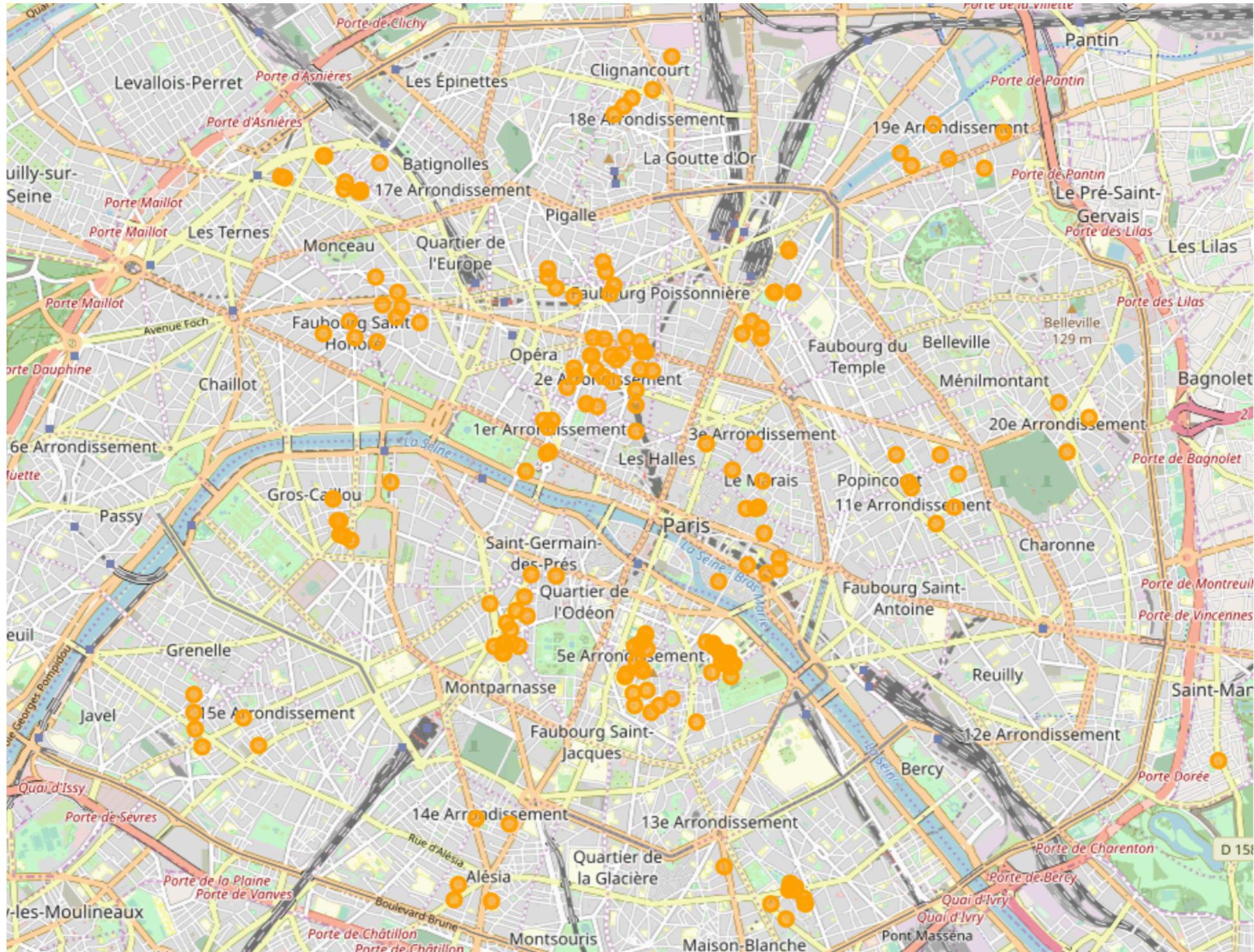
- Places in Paris that can be considered as competitors: Salad, Sandwich, Soup places, Vegetarian and Vegan restaurants, Health Food Stores



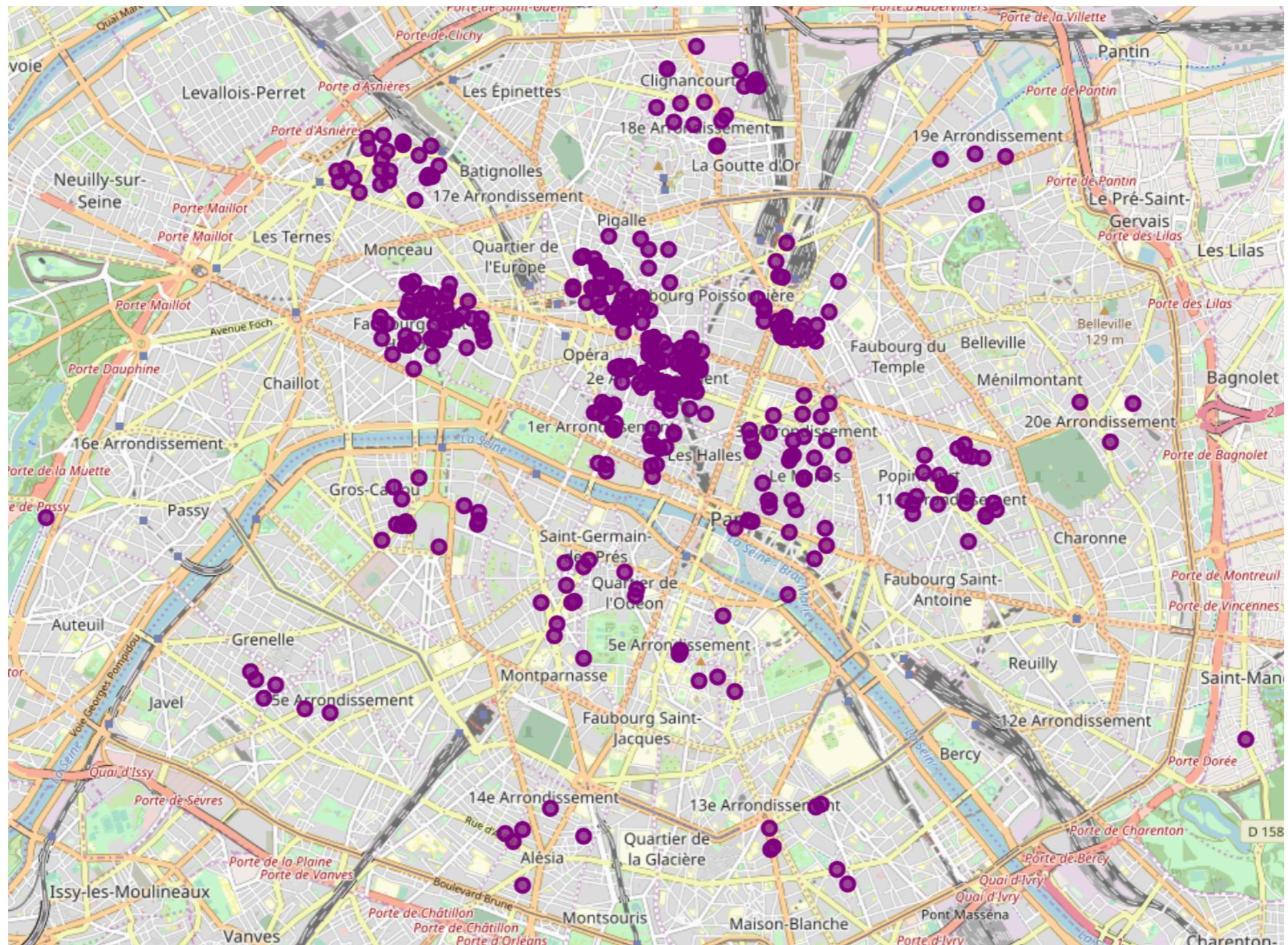
Target audience: schools



Target audience: colleges and universities



Target audience: offices



Finding the best arrondissement

ArrName	Arrondissement	Score
2ème Ardt	Bourse	110.0
8ème Ardt	Élysée	71.0
17ème Ardt	Batignolles-Monceau	64.0
5ème Ardt	Panthéon	57.0
10ème Ardt	Entrepôt	54.0
11ème Ardt	Popincourt	46.5
18ème Ardt	Buttes-Montmartre	45.5
9ème Ardt	Opéra	44.0
6ème Ardt	Luxembourg	32.5
7ème Ardt	Palais-Bourbon	26.0
1er Ardt	Louvre	25.5
13ème Ardt	Gobelins	23.0
15ème Ardt	Vaugirard	21.0
4ème Ardt	Hôtel-de-Ville	18.0
3ème Ardt	Temple	13.0
14ème Ardt	Observatoire	12.5
19ème Ardt	Buttes-Chaumont	12.0
20ème Ardt	Ménilmontant	6.5
12ème Ardt	Reuilly	3.5
16ème Ardt	Passy	2.0

df_weighted['Score'] =

```
df_data['Healthy Food Spots'] * weight_competitors +  
df_data['Schools'] * weight_schools +  
df_data['Universities'] * weight_universities +  
df_data['Offices'] * weight_offices
```

The 2nd arrondissement - Bourse - appears to be
the best location for a new healthy food spot.

The 2nd arrondissement - Bourse

