

# Opening a restaurant in Paris :

## Problem Background:

Paris , the city of light, is one the biggest capitals in Europe. it attracts so many people willing to open a business or commerce . Its multicultural aspect can be noticed through the diversity of the restaurants' cuisines. But most importantly , "Les parisiens" adores going out to eat in restaurant , especially the weekend. Therefore , this raise an important question: how a "parisien" choose his/her restaurant. That's is the question which has to be addressed before opening one. Geographically The city is split into three parts , which are defined by the seine. Each region concentrate a number of population , have its own markets and hold its own events. So in which neighborhood , it is better to open a restaurant ? which attributes can used for the model ? how the city is segmented giving the attributes ?

In this project , we will try to answer these questions and have a better understanding of the city of Paris.

## Problem Description:

Opening a restaurant has never been easy. Opening a restaurant in Paris is far more challenging as the city is famous for its restaurant and cuisine . As the catering market is very competitive , one would like beforehand to understand the market dynamic in the city. And one of the vital aspect to begin with is the opening location. To this end , through this project , we will try to spot the best promising neighborhoods using a machine learning algorithm. We will perform this analysis based on :

- Paris Population
- Farmer markets density in Paris
- Events Density during the year in Paris
- Distribution of different restaurants in Paris (competition)

The clustering will convey a better understanding of catering distribution on Paris' neighborhoods.