



Suitable New Location in Paris
for an Indian restaurant

Introduction

- ▶ The success or failure of a specialty restaurant hugely depends on the location.
- ▶ Paris is a hugely popular tourist destination with around 40 million tourists visiting in 2018.
- ▶ Indian cuisine is gaining popularity all across the world.
- ▶ The goal is to identify the best district (*Arrondissements*) - to open the new restaurant. The results will be translated to management in a simple form that will convey the data-driven analysis for the best location to open restaurant.

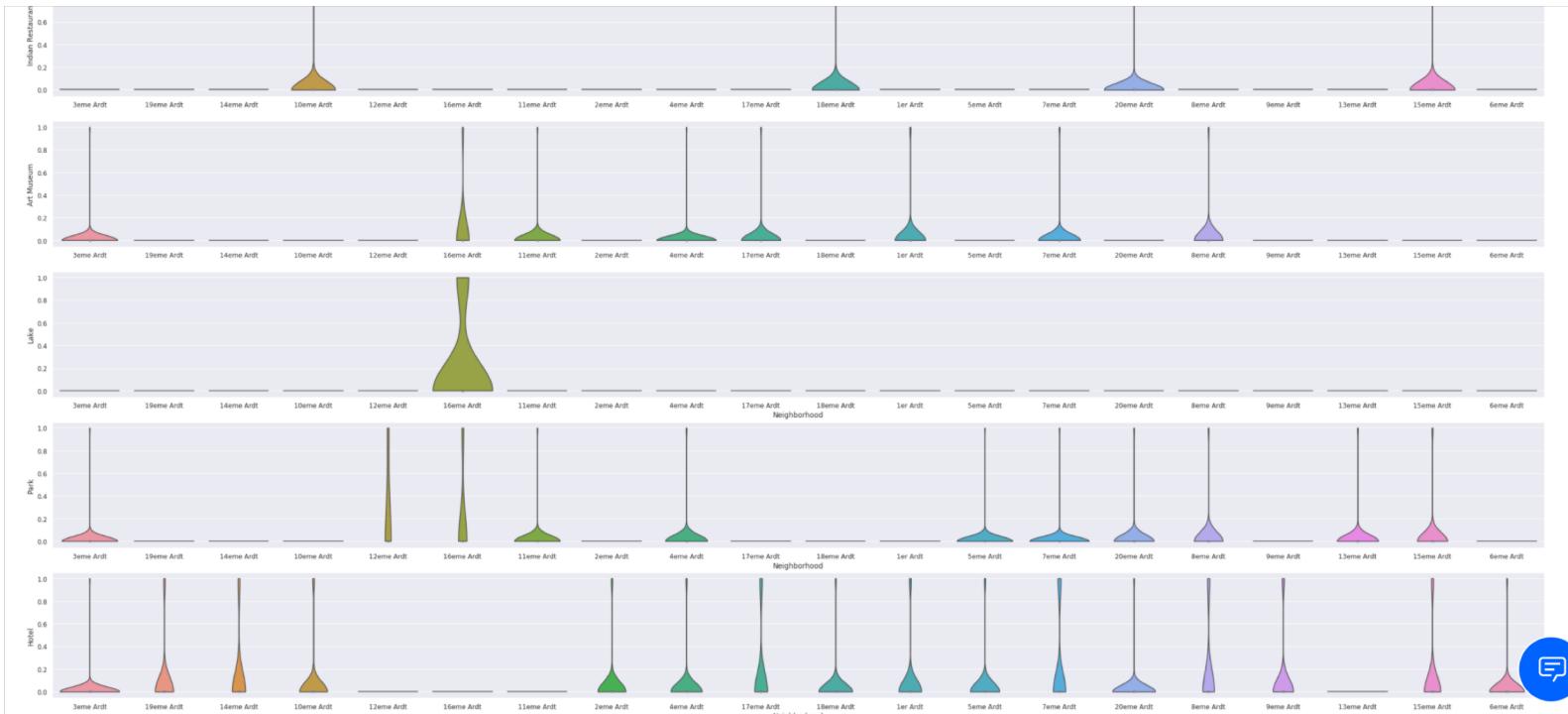
Data Acquisition and Cleansing

- ▶ Paris District Data extracted from Opendatasoft: <https://data.opendatasoft.com/explore/dataset/arrondissements%40parisdata/export/>
- ▶ In total, 20 rows with 11 features were present in the dataset.
- ▶ The dataset was cleansed and unnecessary features dropped resulting in 20 rows with 5 features.
- ▶ Foursquare API used to retrieve venue data about all the 20 Paris districts.

Methodology

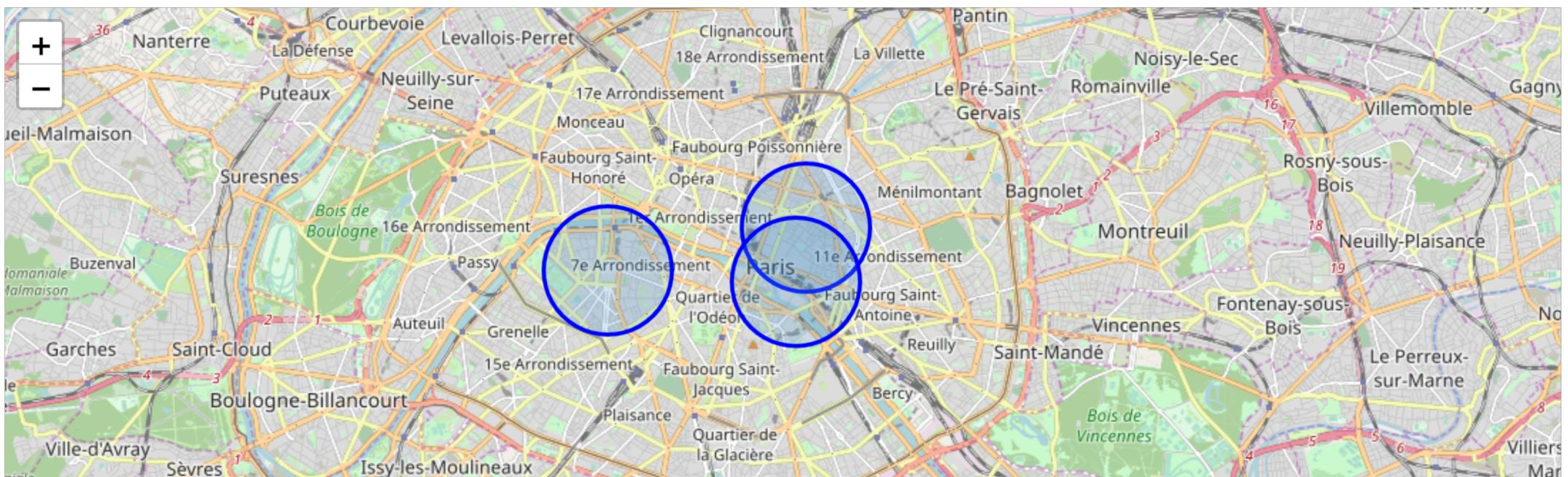
- ▶ Return various venue types for each Paris district
- ▶ Return all districts with it's top 10 most common venue types
- ▶ Analyze all districts for the following criteria:
 - ▶ Districts with low or no Indian restaurant
 - ▶ Districts with Hotels, Parks, Museums and Lakes

Methodology – Contd.



Methodology – Contd.

- ▶ Selecting the neighborhoods that are centrally located



Results and Conclusion

- ▶ Two districts **3eme Ardt** and **4eme Ardt** appear to satisfy all criteria.
- ▶ The results can be refined further by inculcating more domain knowledge criteria in the analysis.
- ▶ Ideas include:
 - ▶ Rental costs
 - ▶ Location of available properties