Suitable New Location in Paris for an Indian restaurant

# Introduction /Business Problem

After successful launches in major Indian cities, a gourmet Indian restaurant chain has contemplated expanding outside Indian shores for the first time and they have shortlisted Paris as the city of choice. The rationale behind choosing Paris was because the city sees enormous tourist footfall from across the world all year round. The restaurateur wants to ensure a data-driven analytical approach select an appropriate location for the restaurant as this will be a critical success factor.

Although the restaurant is considered high-end in India, it aims to attract tourists in Paris and would seek locations with high traffic areas and/or near popular monuments/attractions. Foursquare data will be very helpful in making data-driven decisions about the best of those areas.

**Outcomes**

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.