Analysis of trending venues worldwide for business project

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PROBLEM

A client wants to open a new restaurant in addition to the ones he already owns but needs new ideas
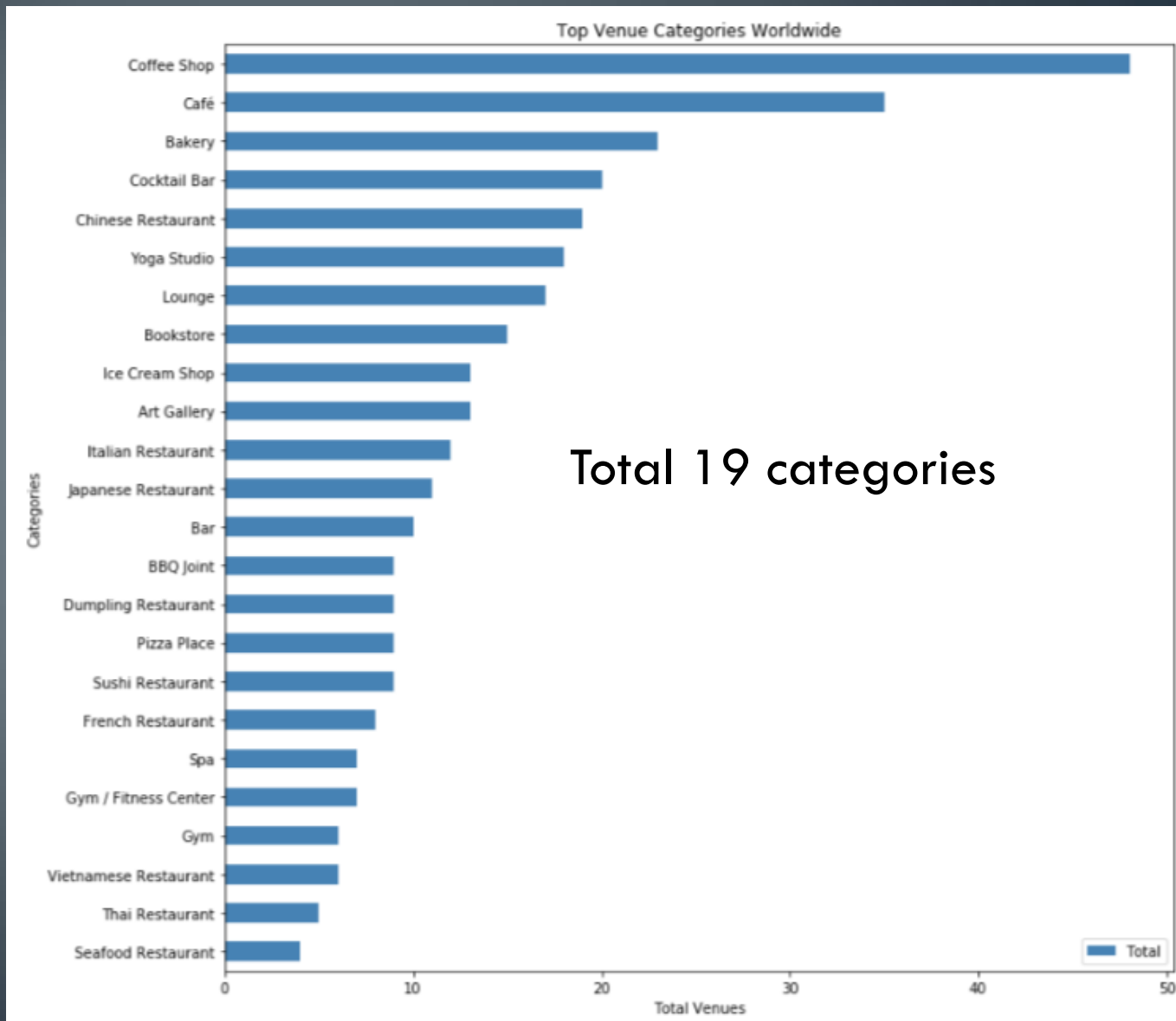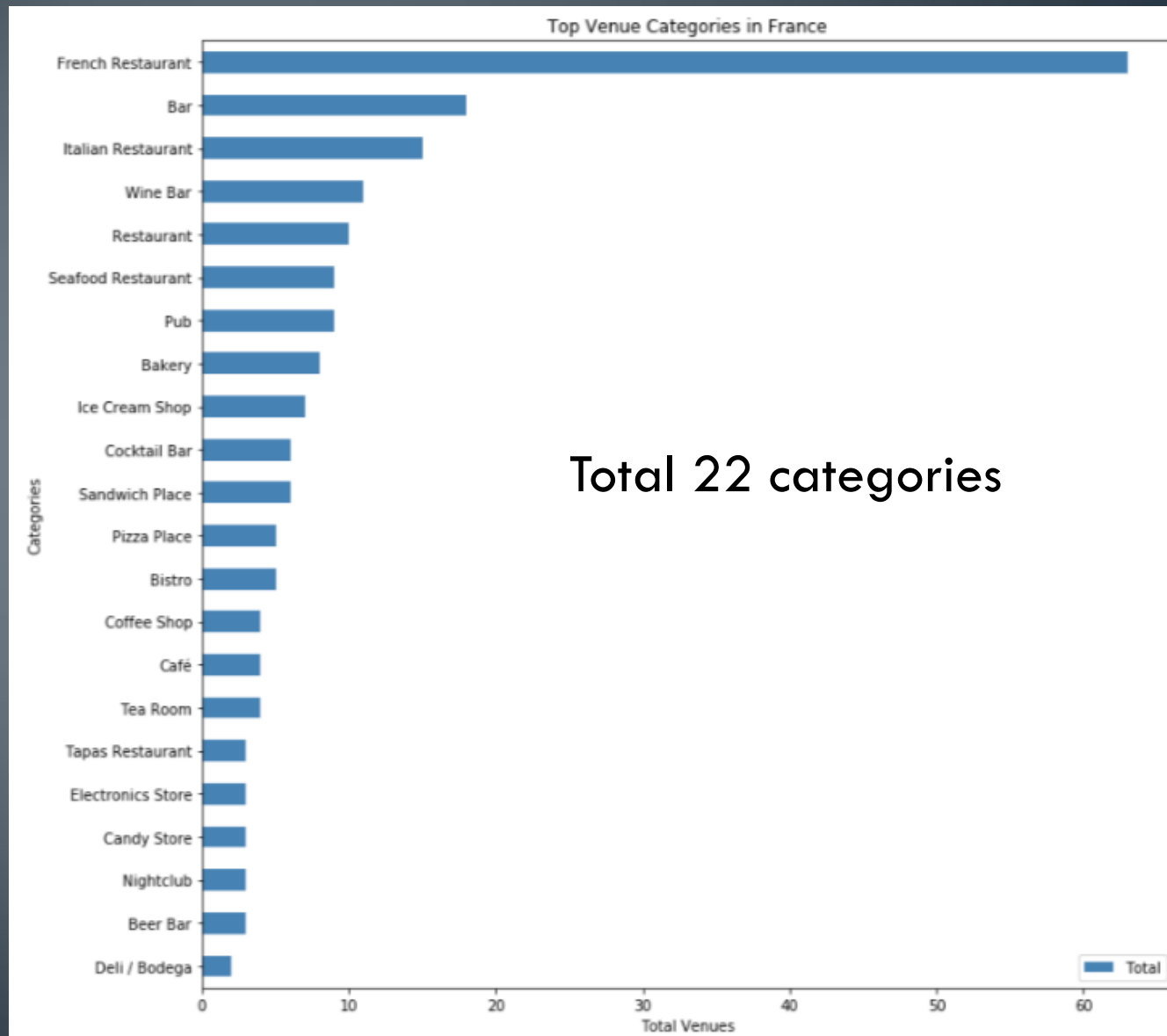
DATA

We will look around the world to find trending venues using Foursquare but also in famous French cities and finally in Six-fours-les-plages, the client's city, to finally compare all our data
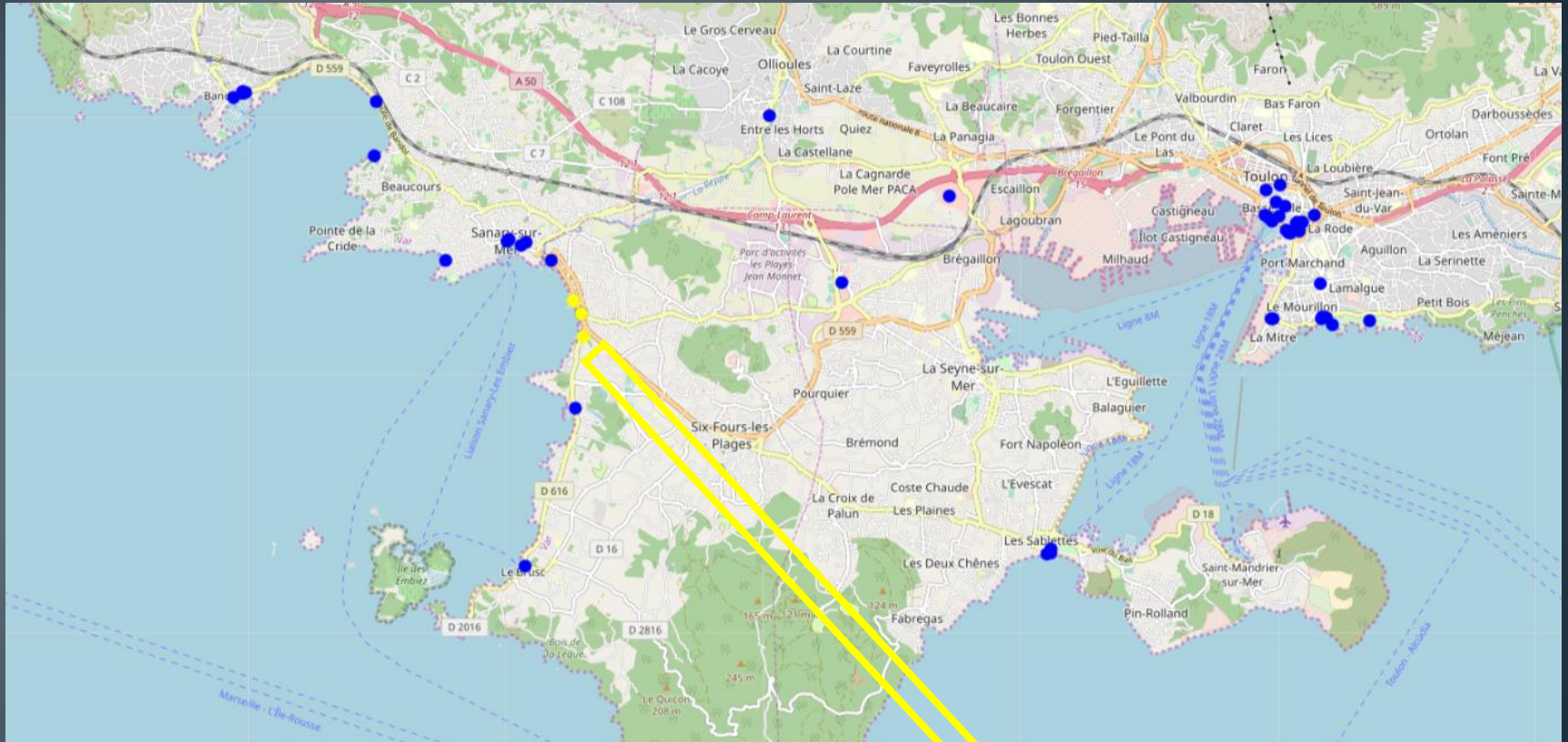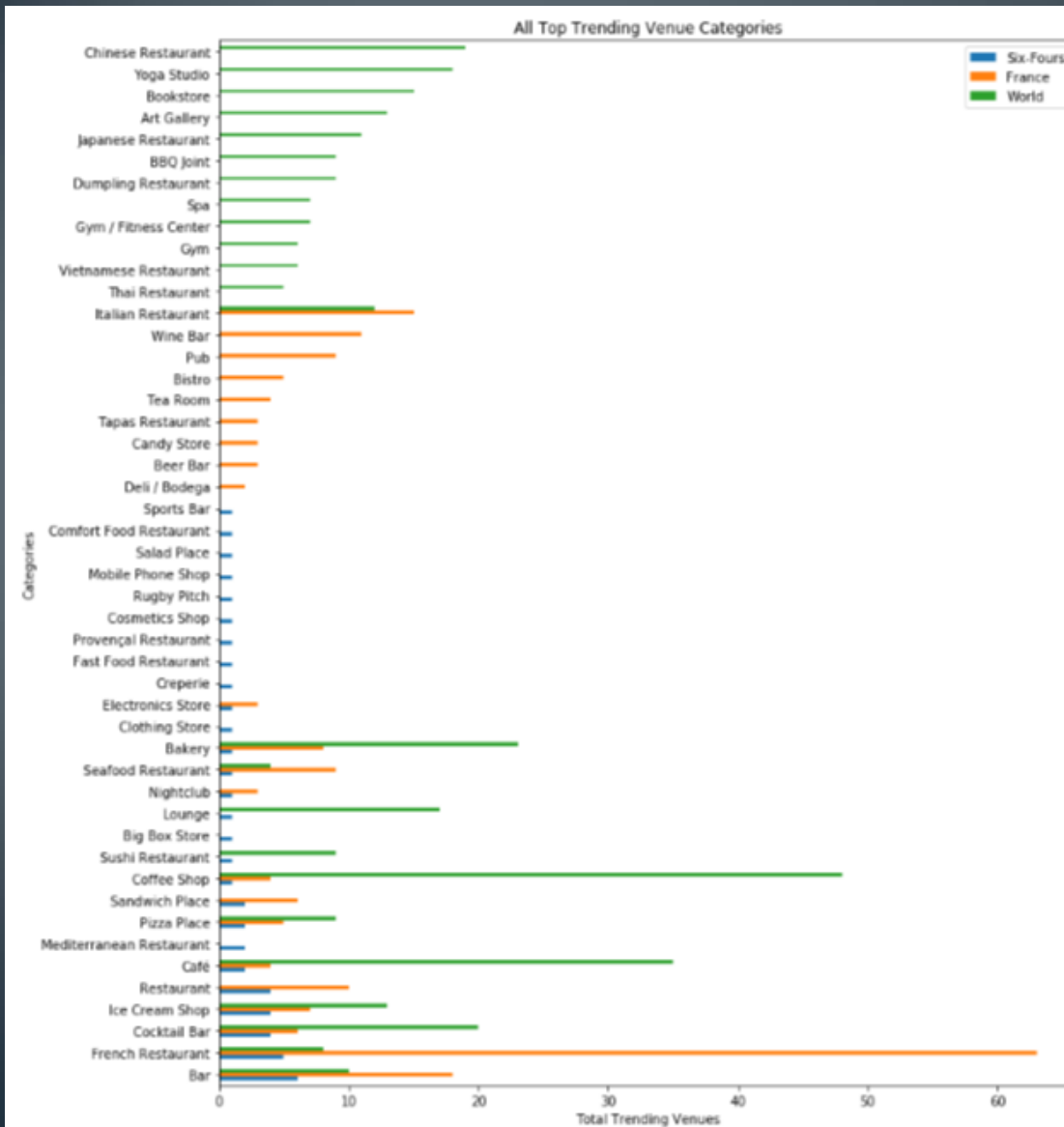
Trending worldwide

Top Venue Categories Worldwide

Total 19 categories

Trending in France

Total 22 categories

Trending in Six-Fours-les-plages

Client's establishments

Comparing all trending venues

All Top Trending Venue Categories

Most trending categories are similar everywhere in the world with a special note for coffee shops, interestingly enough it is not a trend in France
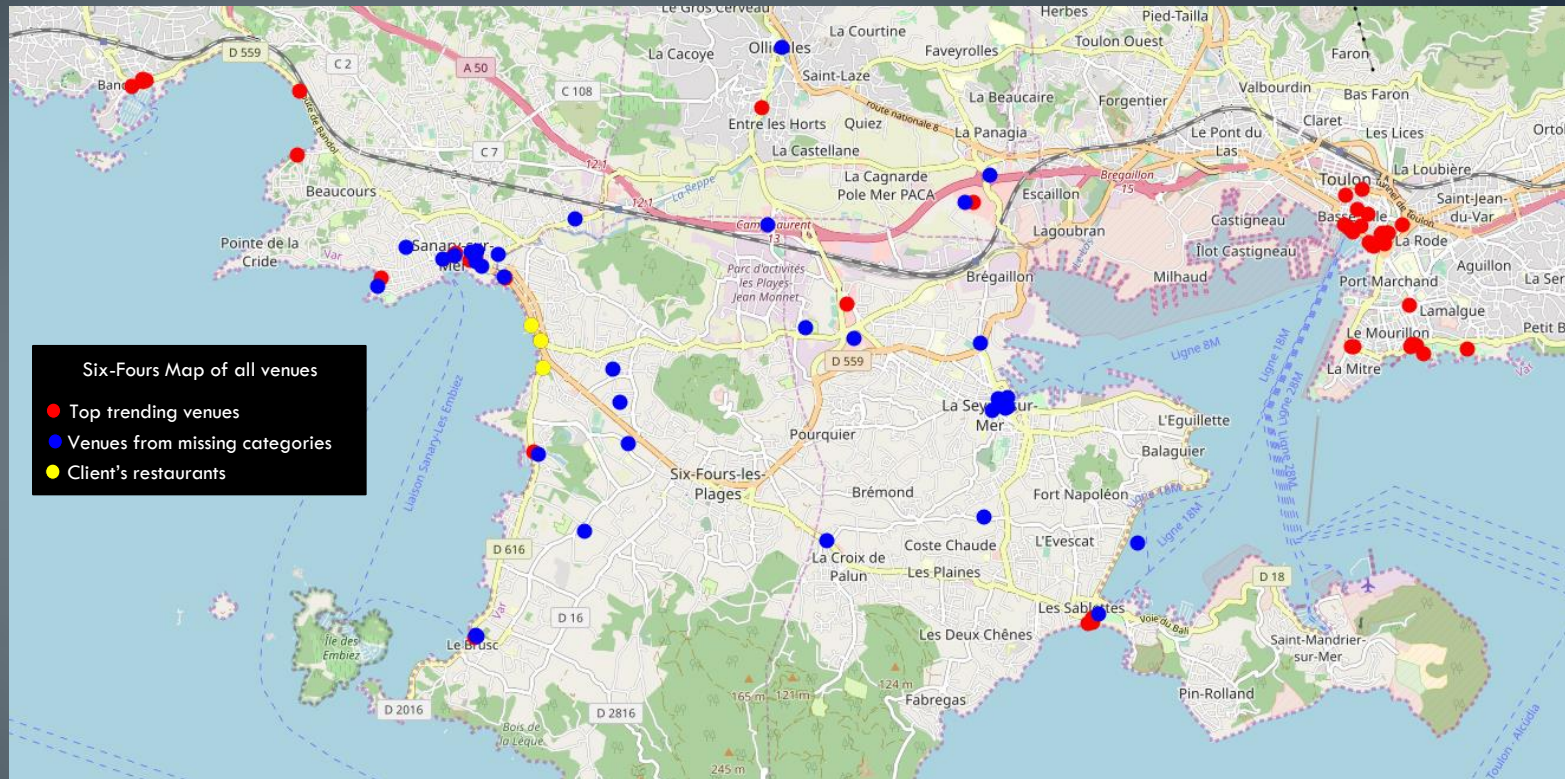
Analyzing the missing categories

Those categories are trending everywhere in the world but not in Six-fours-les-plages.

We will look for any venues that are in those categories to offer as option to our client

	Categories	Total
0	Italian Restaurant	0.0
1	Chinese Restaurant	0.0
2	Yoga Studio	0.0
3	Bookstore	0.0
4	Art Gallery	0.0
5	Japanese Restaurant	0.0
6	Wine Bar	0.0
7	Dumpling Restaurant	0.0
8	BBQ Joint	0.0
9	Pub	0.0
10	Spa	0.0
11	Gym / Fitness Center	0.0
12	Vietnamese Restaurant	0.0
13	Gym	0.0
14	Thai Restaurant	0.0
15	Bistro	0.0
16	Tea Room	0.0
17	Candy Store	0.0
18	Beer Bar	0.0
19	Tapas Restaurant	0.0
20	Deli / Bodega	0.0

All results in Six-Fours-les-plages

Six-Fours Map of all venues
- Top trending venues
- Venues from missing categories
- Client's restaurants

Trending venues are grouped in
specific parts of the area (red dots)

Results

From globalization most of the trending categories found worldwide are also found in smaller cities like Six-Fours-les-plages

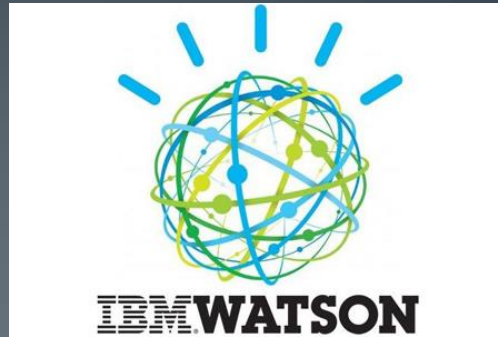# Conclusion

The best options are:
- Vegetarian / Vegan Restaurant
- Middle Eastern restaurant

But also:
- Vietnamese restaurant
- Chinese restaurant
- Tapas restaurant
- Wine bar
- Pub

Or for something different:
- Music venue
- Art gallery
- Bookstore

Code:

https://github.com/toom90034/Coursera_Capstone/blob/master/The%20Battle%20of%20Neighboods%20copy%201.ipynb

Sources:

-Top world cities:

https://www.forbes.com/sites/cartercoudriet/2019/03/07/richest-cities-in-the-world-the-top-10-cities-with-the-most-billionaires/

Top French cities:

https://frenchtogether.com/french-cities/