Find a suitable locations to open a luxury asian restaurant in Paris

Introduction

- The aim of this Capstone project is to help an entrepreneur find the best location in Paris, France, so that his restaurant can be best established and his project can be as viable and profitable as possible.

- On a larger scale, this project may help stakeholders wanting to create asian restaurants.

Data acquisition and cleaning

- **Paris Neighbourhood Data**

JSON data : https://www.data.gouv.fr/fr/datasets/r/e88c6fda-1d09-42a0-a069-606d3259114e

Contains the neighbourhood, postal code, latitude, longitude of Paris

- **Foursquare API Data**

The data retrieved from Foursquare contained information of venues within a specified distance of the longitude and latitude of the postcodes. The information obtained per venue as follows:

Neighbourhood, Neighbourhood Latitude and longitude, Venue, Venue Latitude and Longitude and the Category of Venue

Map of Neighbourhood of Paris

K-means Algorithm : 3 Clusters of Paris
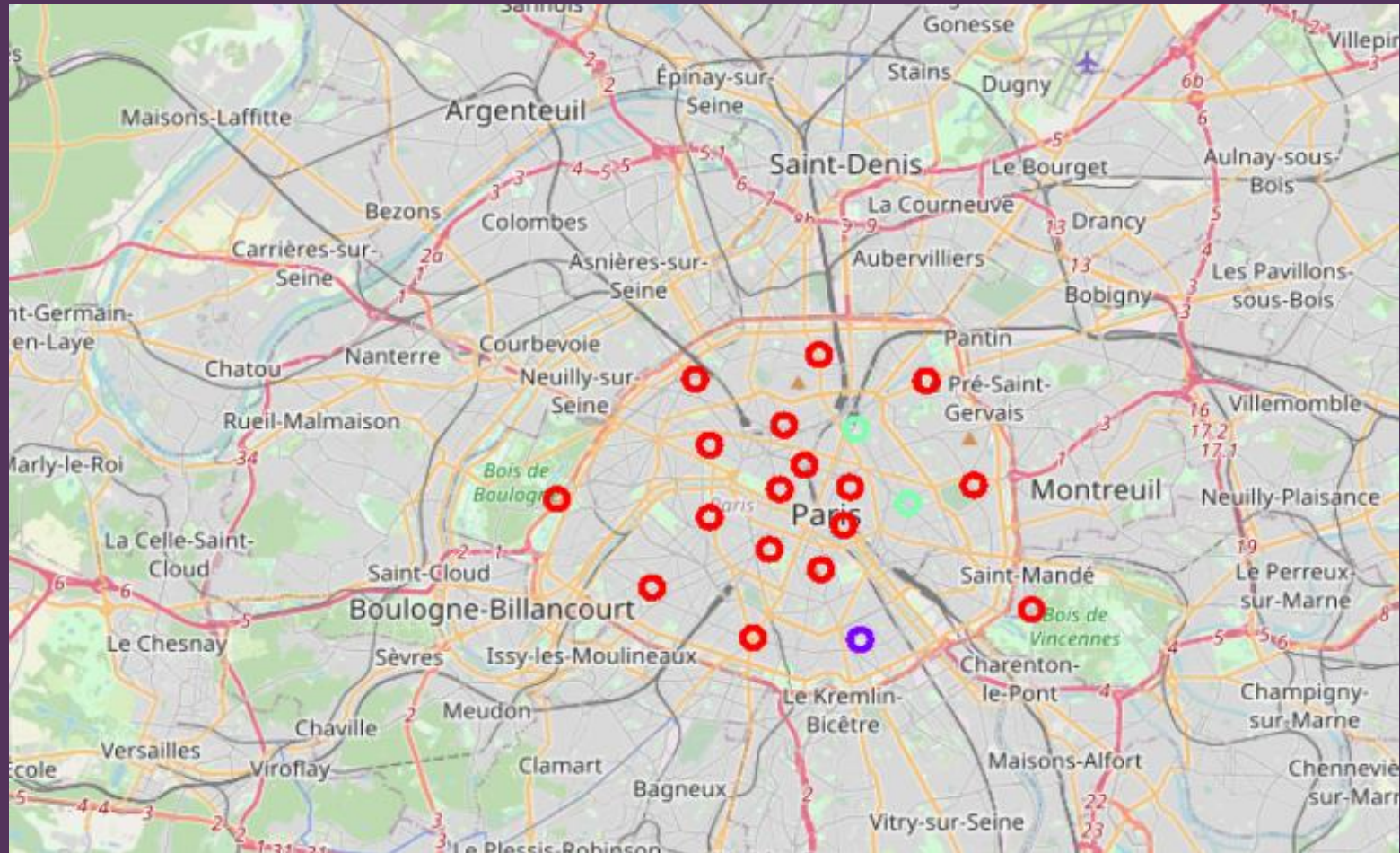
Conclusion and future directions

- According to our results, the 13th arrondissement of Paris is the one with the most Asian restaurants. So you have to imagine that there will be competition if you want to set up an Asian restaurant in this region.

- So, it seems more reasonable to set up your restaurant in the 10th or 11th arrondissement of Paris. Because the number of Asian restaurants is reasonable and will represent less competition.

- Nevertheless, the analysis could be more effective. Indeed, as the entrepreneur wants to create a luxury Asian restaurant, other parameters would have to be taken into account in the clustering, such as the average salary of the residents in this district, but also the rent in these districts.

- Moreover, our clusters could be more precise with more visits received by the Foursquare API, as our dataset can still be provided.