



# Outline

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# Background

- ▶ Business location can have huge impact on profitability
  - ▶ Especially important for restaurants as customers often use proximity as a very important factor in making decisions where to eat
  - ▶ Knowledge of neighborhoods is essential to shape menu and service to meet clients' needs
- ▶ This project focuses on two largest cities in France: Paris and Marseille
  - ▶ 20 districts (arrondissements) in Paris
  - ▶ 16 districts (arrondissements) in Marseille

# Problem Statement



# Data

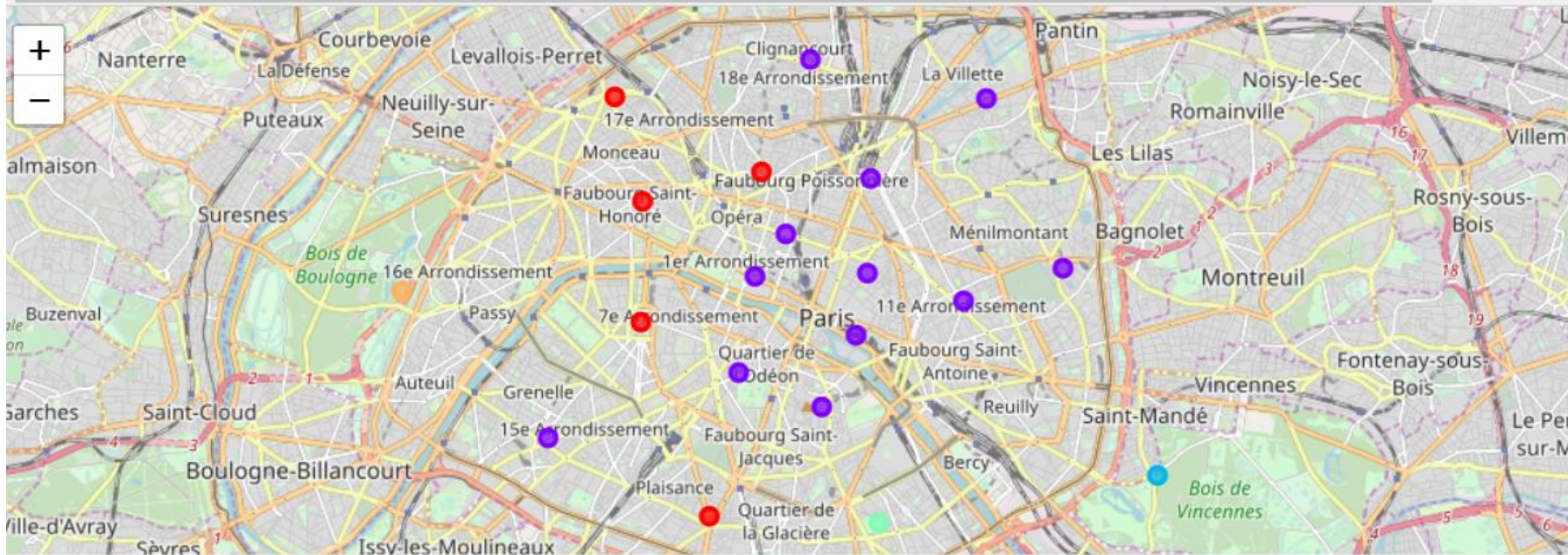
- ▶ <https://public.opendatasoft.com/explore/dataset/arrondissements-millesimes0/table/> - includes district names, longitude and latitude for a few large cities in France, including Paris and Marseille
- ▶ <https://developer.foursquare.com/> - includes community-based venues data which can be queried for each arrondissement using longitude and latitude values

# Methods

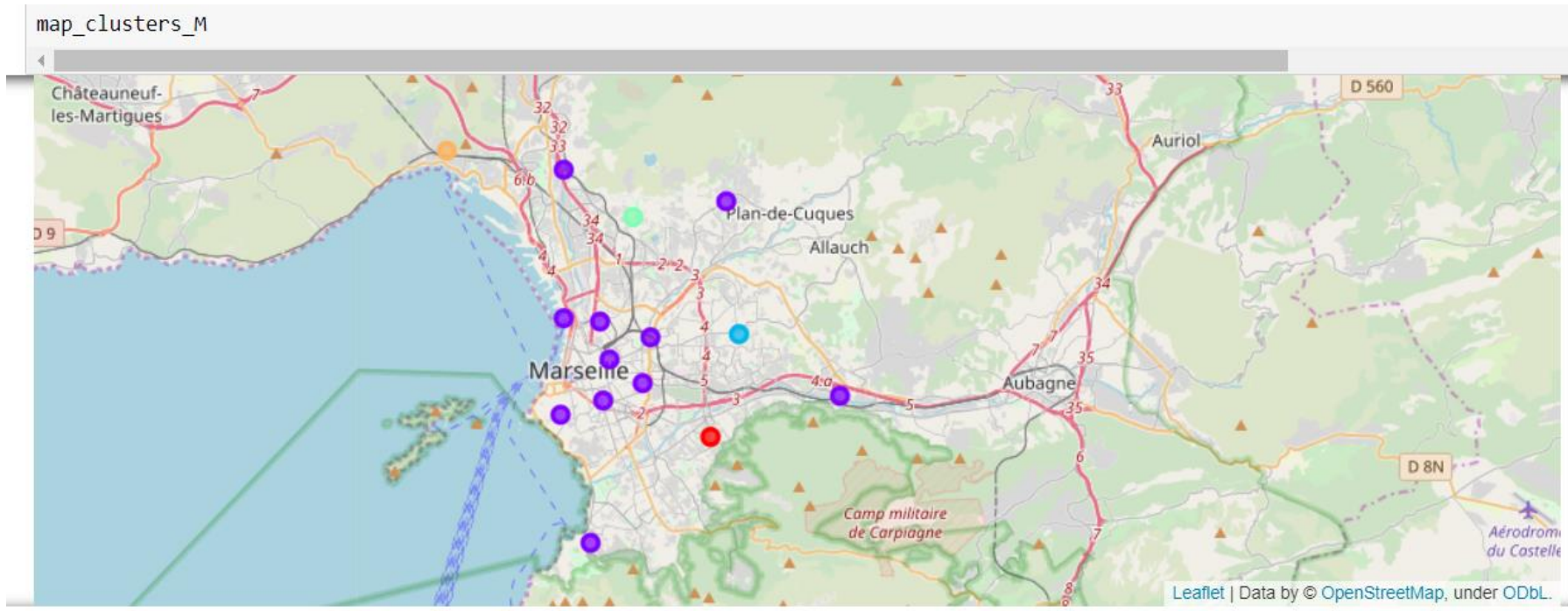


# Results - Paris

map\_clusters\_P



# Results - Marseille





# Results - Paris & Marseille

