

# London Boroughs Battle

May2020



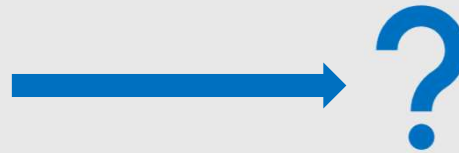
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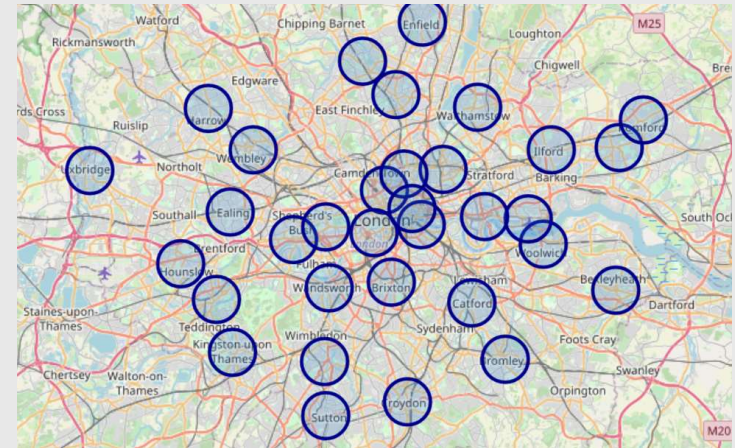
# 1. Business problem definition

Our customer BestIndSpice is a start-up company which main activity is import of **Indian spices**. They intend to open a **brick and mortar shop** in London and ask us to evaluate the London boroughs and **identify the borough with highest potential for this business**.

They target British Indian households from London that use to cook at home.



## London Boroughs



## 2. Data and Analytic Approach

- London is considered to be one of the world's most important global cities and has been called the world's most powerful, most desirable, most influential, most visited, most expensive, innovative, sustainable, most investment-friendly, and most-popular-for-work city" (<https://en.wikipedia.org/wiki/London>)
- London population was about 8.2 millions according to latest census from 2011. Around **6.6% of London's population is of Indian origin**, largest ethnic minority group (*more than 540 thousands in 2011*).
- From administrative perspective, London has **32 boroughs**.
- To identified the boroughs with the **highest potential for Indian spices business** we are going to use **cluster analysis (k-means)** on the following dimensions considered with impact:
  - number of British Indians living in London and the share in total population (source: <https://data.london.gov.uk/dataset/ethnic-group-population-projections>)
  - number of Indian restaurants (source: Fousquare API)
  - number of specialized spices stores (source: Fousquare API)