

Capstone Project – The Battle of the Neighborhoods

Applied Data Science Capstone by IBM/Coursera.

Problem: Where to start the search when relocating from central London to the Home Counties

Introduction/ Business Problem

London is a large cosmopolitan city home to a population with very different needs and interests. Many people that live in the British capital will eventually move out of central London to one of the Home Counties, i.e., the counties that surround London:

Surrey, Kent, Sussex, Buckinghamshire, Berkshire, Essex and Hertfordshire.

The decision to move out might be driven by family needs, a wish for a more outdoor lifestyle or many other reasons. Relocation companies sometimes help with this process. For people that were brought up in the area, or know it extremely well, this is an easy decision. For others, especially foreigners, it is a minefield, as it covers a massive physical area.

The purpose of this analysis is to help them in their search. We assume that if they like one area (defined by postcode district in our analysis) in central London, by clustering the data we might find a postcode district in the home counties with the same feel (most common venues). Or they might have been to an area they like in the home counties and are looking for something similar in another county.

If it is impossible to cluster the data to find an exact matching postcode district, at least we can provide a list of most common venues for each postcode district/county. This should give a feel for each postcode district and be a starting point for a physical search.

To aid this analysis we provide the average house prices for each home county and a simple prediction of future house prices, should these continue to grow at recent rates.