

Analysis of London Boroughs for new business opportunity

March 2020

London Boroughs

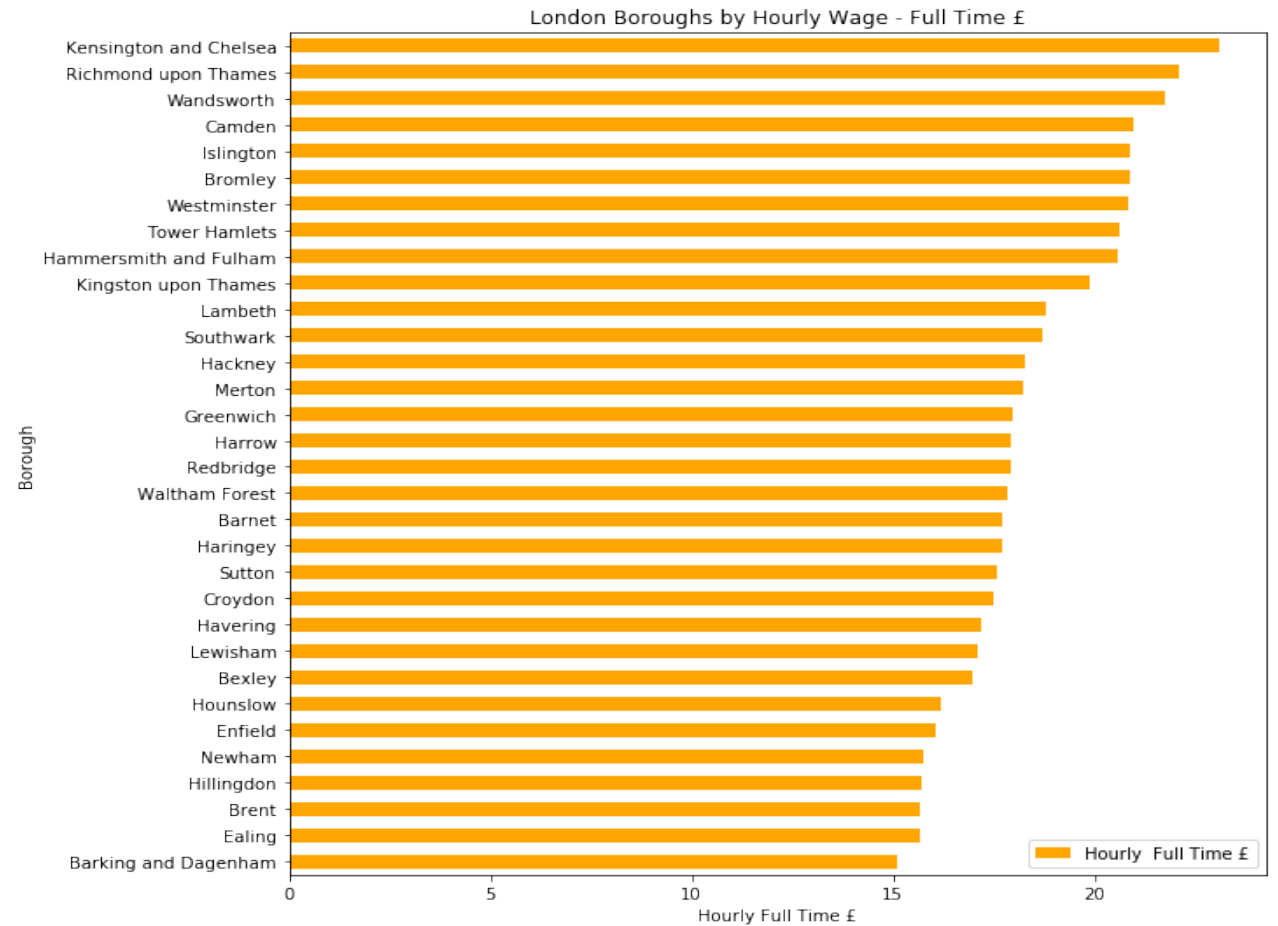
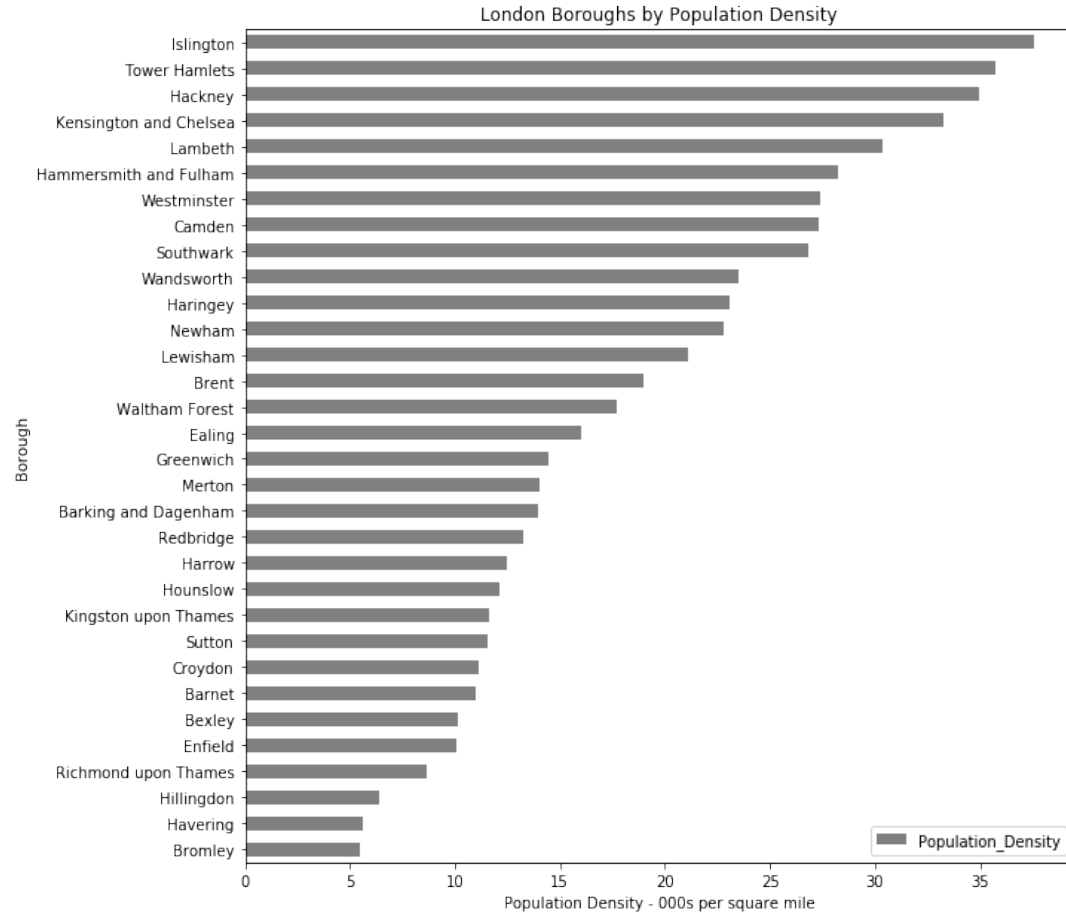


32 Boroughs

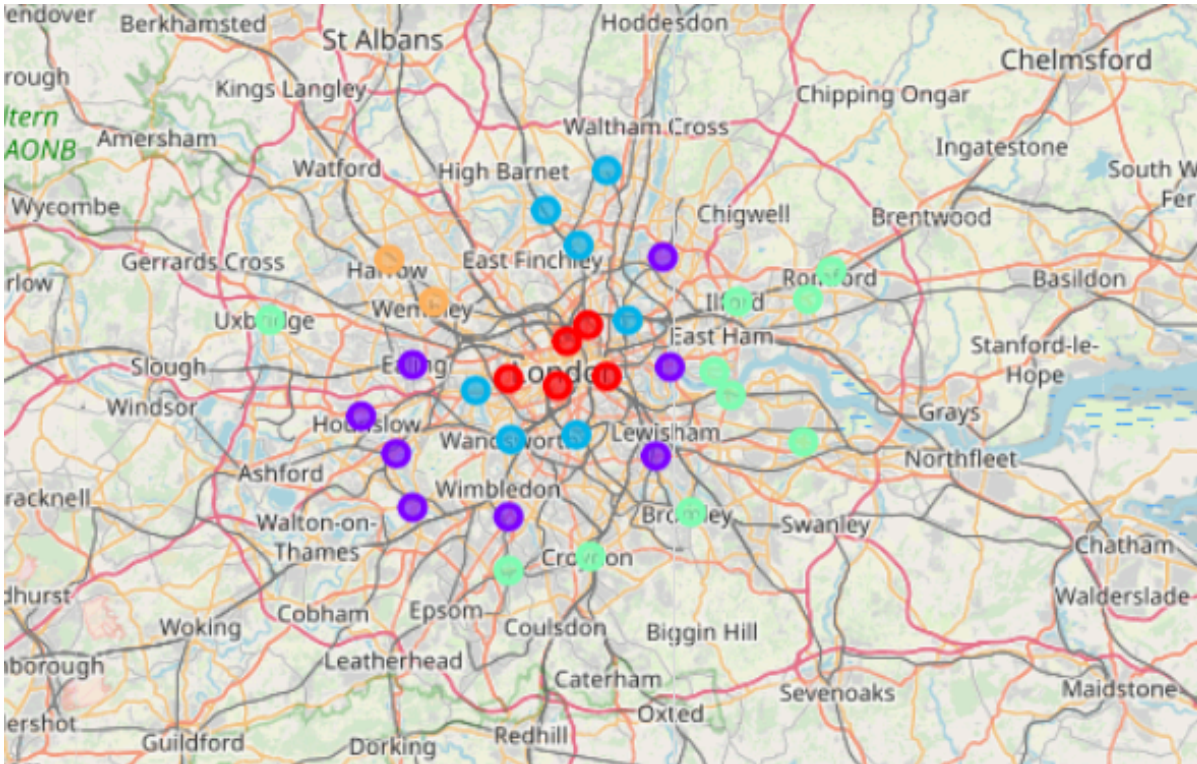
600 Square Miles

Where is the best place to launch a new coffee shop?

Boroughs vary dramatically by Population Density and Hourly Wage



Clustering shows commonality of Boroughs



Red = Most Common Venue as Hotels

Purple = Most Common Venue as Pub

Green = Most Common Venue as Pubs/Parks

Blue = 2nd Common Venue as Coffee Shops

Amber = Most Common Venue as Indian Restaurants

Conclusions

- Recommend Islington for new Coffee Shop
- Second smallest Borough it benefits from 215k people in 5.7 square miles
- 5th highest wage at £20.9 per hour in 2019
- Coffee shops and pubs are only the 3rd and 4th most common venue