THE BATTLE OF THE NEIGHBORHOODS GREATER LONDON- UK

Applied Data Science Capstone

IBM Coursera

ESTABLISHING AND AFRICAN RESTAURANT IN LONDON

- Establish a Restaurant in London that serves African Cuisine
- The Target market: Residents in London of African Descent
- We shall use the Foursquare API to search the neighborhood for appropriate location
- The search is for areas with high population of Africans and employment Rates

DATA ACQUISITION AND CLEANING

- A List of 32 London Boroughs imported from Wikipedia

- A Dataset was imported for population distribution in London boroughs

- Another Dataset was imported for employment rates by ethnic group

SUMMARY RESULTS OF THE FOURSQUARE API

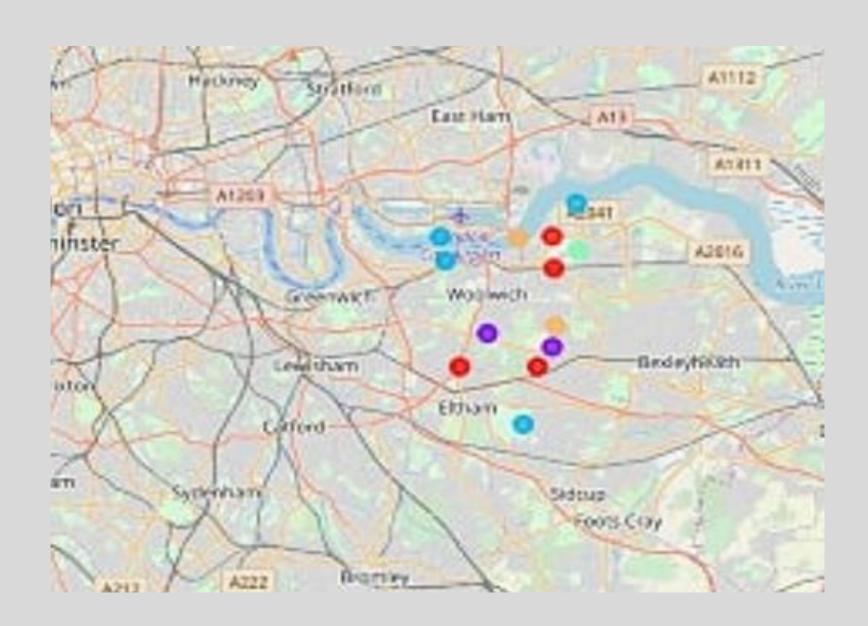|	Neighborhood	1st Most Common Venue	2nd Most Common Venue	3rd Most Common Venue	4th Most Common Venue	5th Most Common Venue	6th Most Common Venue	7th Most Common Venue	8th Most Common Venue	9th Most Common Venue	10th Most Common Venue
0	Bankside	Supermarket	Fast Food Restaurant	Warehouse Store	Furniture / Home Store	Pharmacy	Pet Store	Clothing Store	Construction & Landscaping	Food & Drink Shop	Fish & Chips Shop
1	Bermondsey	Park	Harbor / Marina	Hotel	Pier	Convenience Store	Construction & Landscaping	Food & Drink Shop	Fish & Chips Shop	Fast Food Restaurant	Factory
2	Camberwell	Construction & Landscaping	Park	Fish & Chips Shop	Bike Trail	Garden	Furniture / Home Store	Food & Drink Shop	Fast Food Restaurant		English
			Fish &	Motorsports	Warehouse	Construction	Furniture /	Food &	Fast Food		

FOURSQUARE

CLUSTERING THE NEIGHBORHOOD

- 5 Clusters were processed
- Cluster 0 – showed the best potential for a Restaurant as shown below.

```
southwark_merged.loc[southwark_merged['Cluster Labels'] == 0, southwark_merged.columns[[1] + list(range(5, southwark_mer
```

	Neighborhood	Cluster Labels	1st Most Common Venue	2nd Most Common Venue	3rd Most Common Venue	4th Most Common Venue	5th Most Common Venue	6th Most Common Venue	7th Most Common Venue	8th Most Common Venue	9th Most Common Venue	10th Most Common Venue
5	East Dulwich	0	Train Station	Pub	Platform	English Restaurant	Miscellaneous Shop	Warehouse Store	Construction & Landscaping	Food & Drink Shop	Fish & Chips Shop	Fast Food Restaurant
7	Newington	0	Park	Pub	Lake	Pizza Place	Grocery Store	Bar	Bakery	Furniture / Home Store	Food & Drink Shop	Fish & Chips Shop
8	Nunhead	0	Gym	Bar	Indian Restaurant	Pizza Place	Grocery Store	Dance Studio	Garden	Furniture / Home Store	Food & Drink Shop	Fish & Chips Shop
12	Walworth	0	Grocery Store	Platform	Asian Restaurant	Bakery	Beer Garden	Bus Station	Dance Studio	Garden	Furniture / Home Store	Food & Drink Shop

CLUSTERING MAP

CONCLUSION

After a thorough analysis we can conclude that the most appropriate location to setup up an African Restaurant would be in the first cluster (Cluster 0). Firstly, it is evident that there are no restaurants catering for the African community in the neighborhood. As a matter of fact, there are no African Restaurants in the vicinity. As indicated in the research, Southwark has the highest number of residents of African origin and that the employment rate is fairly high for minorities.

The first two conditions are the most crucial considerations and have been meant. The last are easy to establish, although for lack of time we did not investigate how secure the neighborhood are. Access to good transport is implied in the findings as most of the areas have bus stations or train as being some of the most frequented places.

However, there are other factors that may be required in order to assist management to come up with a decision. Our findings should therefore be used in conjunction with other information. Consideration such as cost of renting a premise for a restaurant should be considered.