INVESTMENTS TO CONSIDER IN EASTERN DISTRICT OF THE CITY OF LONDON COUNTY

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BUSINESS PROBLEM

- This project aims to find out what business ventures are most profitable in the east end of London.

- Entrepreneurs who want to invest in this area would find this project interesting

Data sources

- https://www.doogal.co.uk/UKPostcodesCSV.ashx?area=London

- Foursquare API

Methodology

- Juypter notebooks to process the data. Data cleaning in Python3.5

- Visualization using folium maps

- Kmeans clustering where by we employed One hot coding to convert the data

Results

Top 3 venues in Bishopsgate and Aldgate

- **Bishopsgate**
- ➢ Coffee Shop
- ➢ Wine Bar
- ➢ Mediterranean restaurant
- **Aldgate**
- ➢ Salad Place
- ➢ Cocktail Bar
- ➢ Gym/Fitness center

Top 3 venues in Portsoken and Tower

- **Portsoken**
- ➢ Pub
- ➢ Coffee Shop
- ➢ Hotel
- **Tower**
- ➢ Hotel
- ➢ Pub
- ➢ Gym/Fitness center

Discussion

- The Tower Ward - Right next to the station hence high frequency in traffic to the hotel. Best business venture is accommodation or coffee shop.

- The Bishopsgate ward- Close to two stations. Best business venture is Coffee, open a wine bar or Mediterranean restaurant only if you can cook Mediterranean food or hire someone to.

- In Aldgate ward, the Salad place and cocktail bar have the same frequency so either one could be first common venue or second common venue which would be my choices if ever I wanted to invest it the ward

- In Portsoken ward –Also close to two stations. The best business idea would be Pub or Coffee shop.

Conclusion

- Investments to consider examined.

- The Postcode, Latitude, Longitude District and Ward were identified as the important features.

- KMeans clustering was used to further analyze the Wards and what they had to offer to an entrepreneur.

- The results can be useful in that an entrepreneur can decide on what to invest in using these results.