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

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## 1. Introduction

### 1.1 Background

 London, the capital of England is a modern city with a long history stretching as far back as the Roman times. It is considered to be one of the most important global cities and has been termed the worlds' most powerful, most visited as measured by international arrivals with the busiest city airport system as measured by passenger traffic, most expensive, most innovative and investment friendly. It ranks 26 out of 300 major cities for economic performance making it one of the top leading investment destinations. Hosting more international retails and ultra-high net worth individuals than any other city, it is among the largest metropolitan area GDP. The population within the London commuter belt is the most populous in the European Union with 14,040,163 inhabitants in 2016.
With this population and economic atmosphere, investment opportunities are endless. Complete research is required though before embarking on any economic activity to ensure maximum profitability. The area of interest for this research is the East end of London which is a subset of East London consisting of areas close to the ancient City of London.

### 1.2 Problem

Data required to explore the East end of London is majorly the existing postal codes in the area as a unique identifier, the wards which are four in this particular area out of the 25 in the whole London, the train stations closest to particular postcodes since it is a major transportation system in the city, the already existing business venues and their traffic frequency. This project aims to find out what business ventures are most profitable in the east end of London using the mentioned data.

### 1.3 Interest

A lot of entrepreneurs would be interested in studying a good number of investment opportunities before embarking on one that they are comfortable with and expect full returns on their investment from.