

Opening a Restaurant in Central London



Finding the best location



- London is the capital of England and is home to many potential customers
- Within London, the area with the highest footfall and thus the most potential customers is Central London
- By analysing the venues around each postcode district in Central London, we can find the one that is most suited to opening a restaurant

The Criteria

01

Demand

If a district already contains restaurants, then we know that there is a demand which we can meet

03

Attractions

A district with tourist attractions such as a museum or garden will pull in a lot of people who will want to eat. Hotels will also provide customers looking for food nearby so a restaurant will do well in areas containing them

02

Location

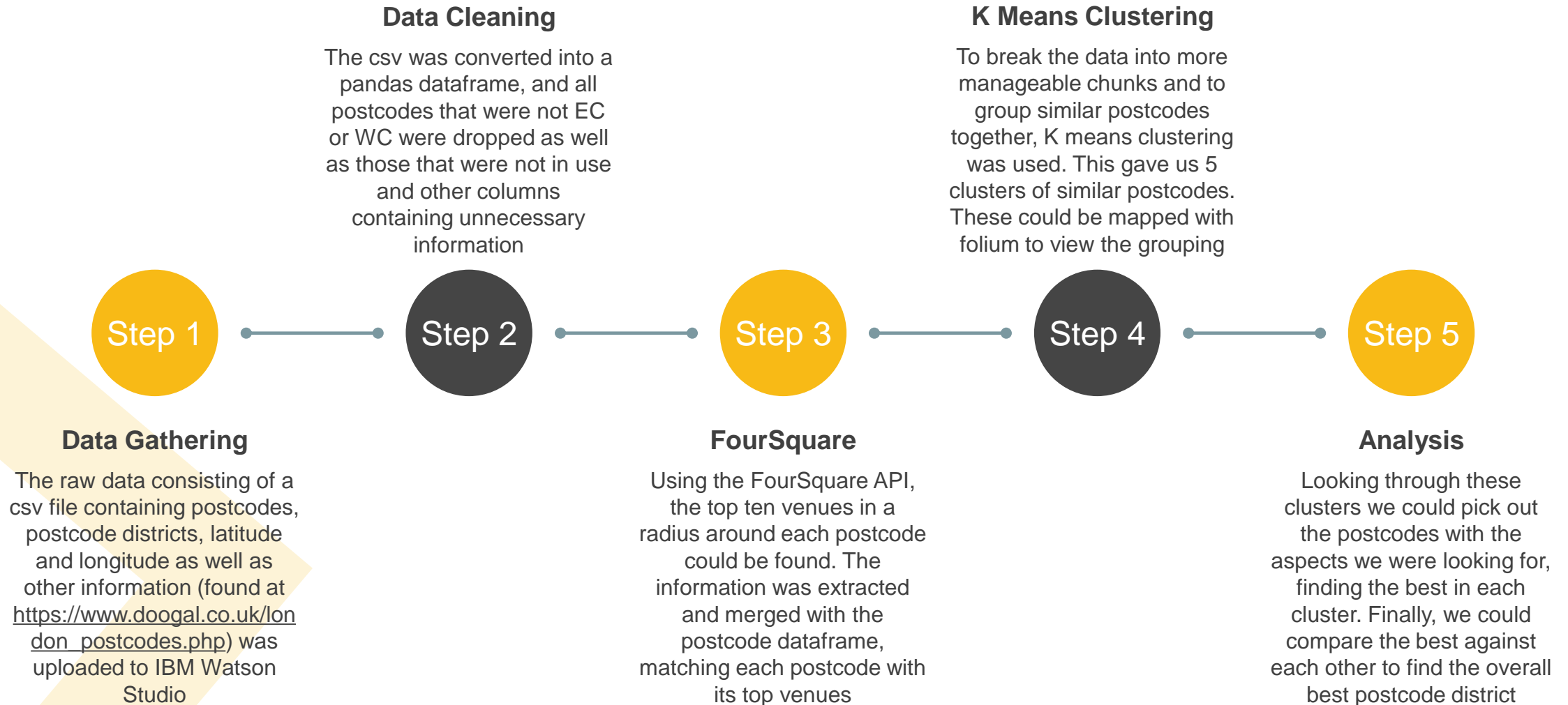
Restaurants that are in WC or EC postcode districts will have higher footfall and therefore more customers

04

Competition

Although we want proof that a restaurant will be popular in a district, if there is one restaurant that is very popular (top two venue) then it will be difficult to compete with them, so we should avoid that area

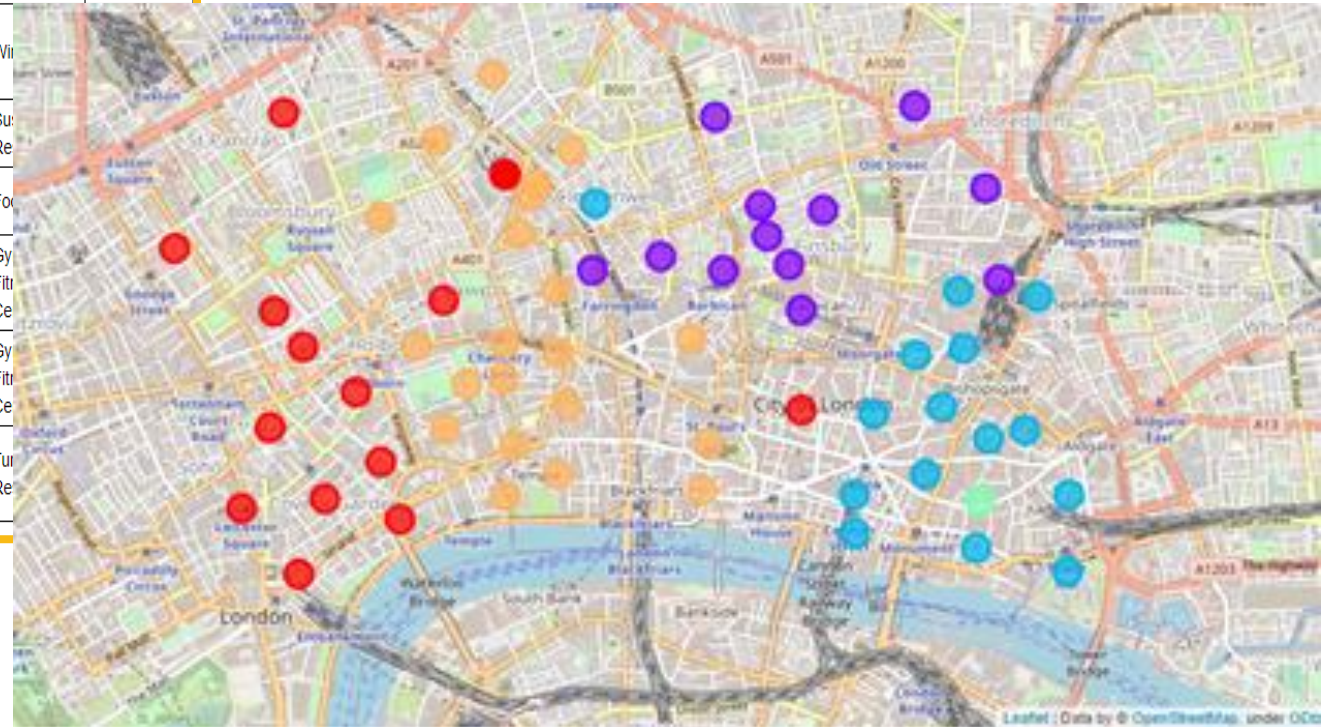
Data Methodology



The Results

Here we have an extract of the table containing the top ten venues for each district as well as the cluster map produced from this table

	Postcode District	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	EC1A	Pub	Coffee Shop	Italian Restaurant	French Restaurant	Sandwich Place	Bar	Pizza Place	Gym / Fitness Center	Hotel	Café
1	EC1M	Pub	Coffee Shop	Food Truck	Hotel	Gym / Fitness Center	Café	French Restaurant	Italian Restaurant	Wine Bar	
2	EC1N	Pub	Coffee Shop	Sandwich Place	Hotel	Italian Restaurant	Food Truck	Cocktail Bar	Wine Bar	Su Re	
3	EC1P	Pub	Coffee Shop	Garden	Pizza Place	Cocktail Bar	Sandwich Place	Vietnamese Restaurant	Indian Restaurant	Food	
4	EC1R	Pub	Coffee Shop	Café	Bar	Food Truck	Pizza Place	Vietnamese Restaurant	Middle Eastern Restaurant	Gym / Fitness Center	
5	EC1V	Coffee Shop	Pub	Italian Restaurant	Café	Bar	Sandwich Place	Vietnamese Restaurant	Cocktail Bar	Gym / Fitness Center	
6	EC1Y	Coffee Shop	Gym / Fitness Center	Food Truck	Italian Restaurant	Pub	Café	Bar	Concert Hall	Tu Re	



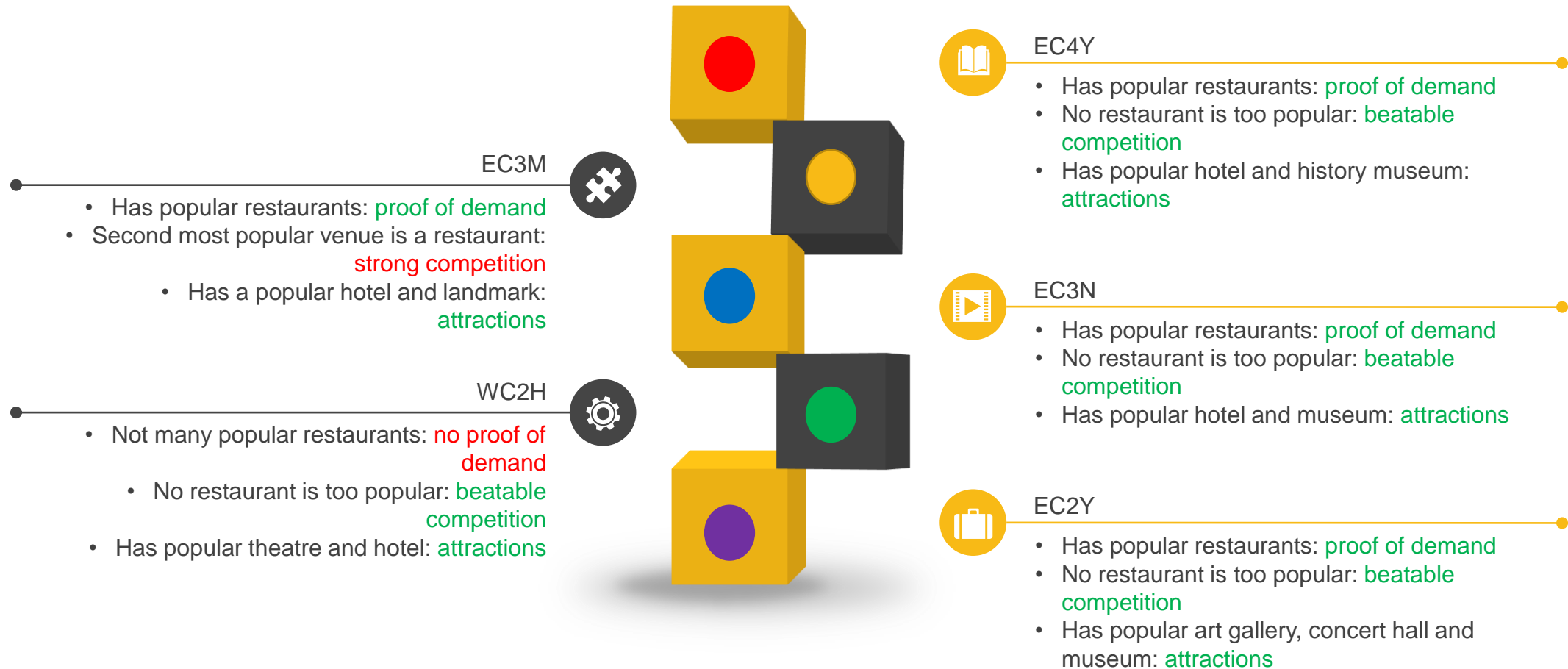
The Results

Using our criteria we could find the best district from each cluster:

- EC4Y (red)
- EC3N (blue)
- WC2H (green)
- EC3M (yellow)
- EC2Y (purple)



The Final Districts



The Best Three Districts



EC4Y

Already popular restaurants:

- Italian
- General.



EC3N

Already popular restaurants:

- French
- Pizza



EC2Y

Already popular restaurants:

- Italian
- Turkish

Final Discussion

Each of these three districts would be an excellent place to open a restaurant. They all fit all our criteria and so there is little to distinguish them from one another. Therefore, we can say that **these are the top three postcode districts in which to open a restaurant in Central London**

The only factor that would make one location more appealing than the other would be the type of cuisine. As these areas have popular restaurants, it would be a good idea to open a restaurant with a different cuisine to those already existing



Thank you