

Applied Data Science Capstone Project

Author: Dhinakaran K

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Success for any business is, performing proper ground work before start the business. Know the market (area) is a key for restaurant business, especially if we intend to open an ethnic restaurant in foreign country. By this project, identifying the best place to open an Indian Restaurant in London region.

To identify the best area to open an Indian Restaurant in London region, based on analyzing Indian population and number of Indian restaurants already in that London region.

Entrepreneur planning to open a restaurant

Entrepreneurs and Investors.

Data set detail and its source

UK ethnic group population ward and borough detail. (Link : <https://data.london.gov.uk/download/ethnic-group-ward-2001/884e5228-107c-4d91-812b-ccd2ae778e31/ethnic-group-ward-2001.csv>)

Indian restaurant detail from FourSquare location data API. This project will use this API to fetch data for a location based on Latitude, Longitude and search criteria "Indian Restaurant".

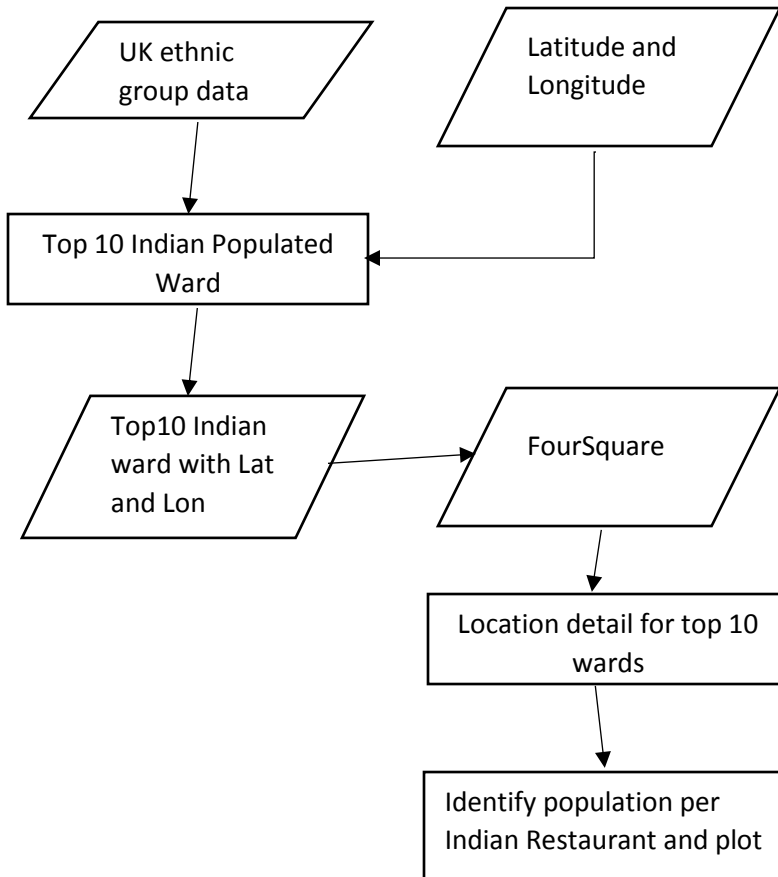
Exploratory Data Analysis:

Uk resident's dataset contains ward wise data for various ethnic people. Based on exploratory data analysis, utilized only Indian data.

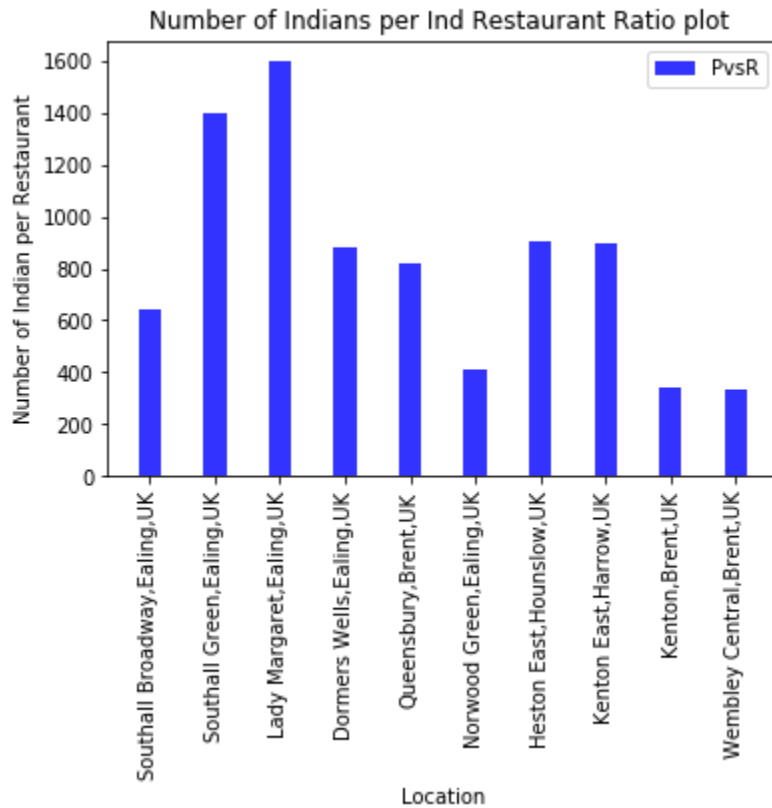
Code	Borough	Ward	All people	White	Mixed	Asian				Chinese/Other	White British	...	% Mixed Other	% Asian or British Indian	% Asian or Pakistani	% Asian or British Bangladeshi	% Asian or British Other Asian	% Black or British Caribbean	% Black or British African	% Black or British Other Black	% Chinese or other ethnic group Chinese	% Chinese or other ethnic group Other Ethnic Group	
						Asian	Black	Chinese/Other	White British														
01AA	City of London	City of London	7177	6075	161	488	182		271	4909	...	0.8	2.2	0.3		3.8	0.4		0.7	1.6	0.2	2.0	1.7
01BU	Barking	Barking	10000	5500	200	2500	1000		200	1700	...	0.8	2.2	0.3		3.8	0.4		0.7	1.6	0.2	2.0	1.7

And FourSquare data results were analyzed to get only Indian Restaurant detail within 2500 sq. mtr. Average ward area was calculated based on 265 wards in London total 1594 sq. mtr.

Workflow:



Results:



Conclusion:

Based on results, Ward which has a greater number of people per restaurant is the ideal place to open a new restaurant. Recommend to open a restaurant in ward Lady Margaret, Ealing, London, UK.

Further to add, this project can be reused to perform for any other ethnic group and restaurant or any other ethnic dependent business or investments.