

Coursera Capstone Project Week 1

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1 Business Problem

In my case, I thought about opening a restaurant in London, and the question was, where could be a good place for that. As well I wanted to gain some knowledge about other restaurants, which type of food do they sell, what are the most popular neighborhoods for restaurants. Furthermore I wanted to get some insights in probable customers, so I had a look into demographics data. This kind of location analysis could be interesting for every entrepreneur, looking to start a restaurant/venue as understanding and finding strategically good positions for any kind of business can be crucial for success.

2 Data

- From Wikipedia, I scraped the tabular data about the different neighborhoods in London. https://en.wikipedia.org/wiki/List_of_areas_of_London
- On Kaggle I found London borough census data from 2016. <https://www.kaggle.com/marshald/london-boroughs/data>
- Using the foursquare API, I got data about all the different venues in London. <https://developer.foursquare.com/>
- On Github I found a Geojson-file of the different London Boroughs needed to plot them with folium <https://skgrange.github.io/data.html>