Finding the best neighborhood to visit in London

APPLIED DATA SCIENCE CAPSTONE PROJECT

Introduction

- London is the biggest city in United Kingdom, structured in 32 boroughs created in 1965.

- The city is one of the most important global cities with a considerable impact on arts, commerce, education, entertainment, fashion, finance, tourism etc.

- The scope of this project is to find the best neighborhood to visit after the lockdown restriction are lifted based on venues located within each area.

Methodology

- Main data source: Wikipedia London page for neighborhood information

- Using ArcGis library for geographical location coordinates

- Using Foursquare to find venue information

Methodology

- After data processing, we have merged the datasets with neighborhood information, longitude and latitude coordinates and venues.

- Dataset is group by venue category and top 10 categories are extracted with a function.

- Based on the top categories, by using KMeans method, we create 10 clusters.

Results

- By analyzing each cluster, we can see the most common venue category for each cluster. Cluster 2 includes in the most frequent Coffee shops, pubs and restaurant which makes it the most attractive area compared with cluster 6 where the most common venue is supermarket which from residents' point of view would be of interest, but not as much for a tourist.

Discussion

- The neighborhoods of London are multicultural. There are a lot of different cuisines including Indian, Italian, Turkish and Chinese found in the large variety of restaurants, bars, juice bars, coffee shops, fish and chips shops and breakfast spots.

- London has as well a lot of shopping options: flower shops, fish markets, fishing stores, clothing stores and supermarkets.

- The main modes of transport seem to be buses and trains.

- For leisure, the neighborhoods are set up to have lots of parks, golf courses, zoo, gyms and historic sites.

Conclusion

- Having such a variety available in all areas, it's hard to pick one neighborhood based only on this aspect so for further analysis in order to choose the optimal neighborhood for visiting, other factors need to be taken in consideration which leaves our decision open for discussion. This is an opportunity for further processing including rating of accommodation, perhaps criminal rates in neighborhoods and of course proximity to public transport for accommodation.

- For the moment, based on this project, I would personally pick a center location just out of conveniency to avoid spending too much money on transportation and enjoy walking and exploring all these areas by foot while keeping fit.