



THE BATTLE OF THE NEIGHBORHOOD

OPTIMAL UYGHUR RESTAURANT
LOCATION IN LONDON



BUSINESS PROBLEM

DEFINE CONCEPT OF THE RESTAURANT AND MARKET TARGET

- ✓ Uyghur Restaurant
- ✓ Chinese and Muslim residents, tourists and business professionals
- ✓ Minimum target market population is 3720

INFLUENCING FACTORS AND SELECTION CRITERIA

Influencing Factors	Criteria
Accessibility	Public Transport Accessibility Score
Visibility	Distance to the nearest station
Target Demographics: <ul style="list-style-type: none">• Business professionals, employees• Middle class• Ethnic group: Asian and other mixed	<ul style="list-style-type: none">• Job density• Household Median Income• Average Salary (£30000-£80000)• Ethnic group population
Safety/Crime Rates	Crime rates
Complimentary Businesses	Number of active businesses Number of venues near the target areas
Direct and Indirect Competitors	<ul style="list-style-type: none">• Distance to the nearest station=≤ 0.3 km• Number of restaurants within 500m radius of target locations ≤ 1• Number of Chinese and Turkish restaurants within 500m radius of target locations=0
Property price/rent	<ul style="list-style-type: none">• Median House Price

DATA DESCRIPTION

London
Borough
Profiles

Ethnic
Groups
Borough

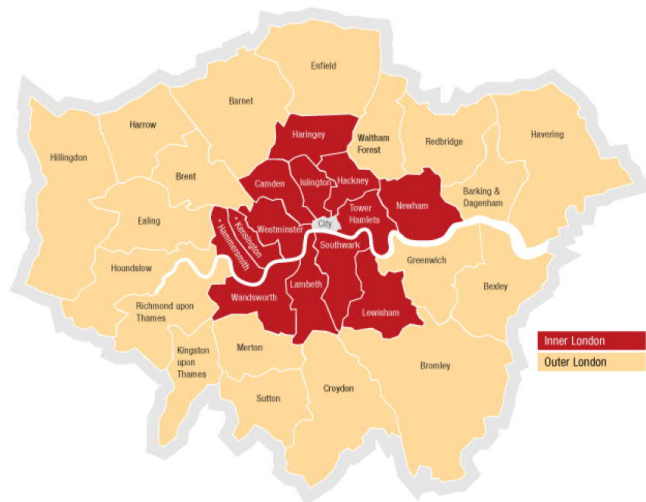
London
Postcode
Areas

Four
Square
Geodata



EXPLORATORY ANALYSIS – INNER/OUTER LONDON

INNER/OUTER LONDON MAP



Inner

- City of London, Camden, Hackney, Hammersmith and Fulham, Haringey, Islington, Kensington and Chelsea, Lambeth, Lewisham, Newham, Southwark, Tower Hamlets, Wandsworth, Westminster

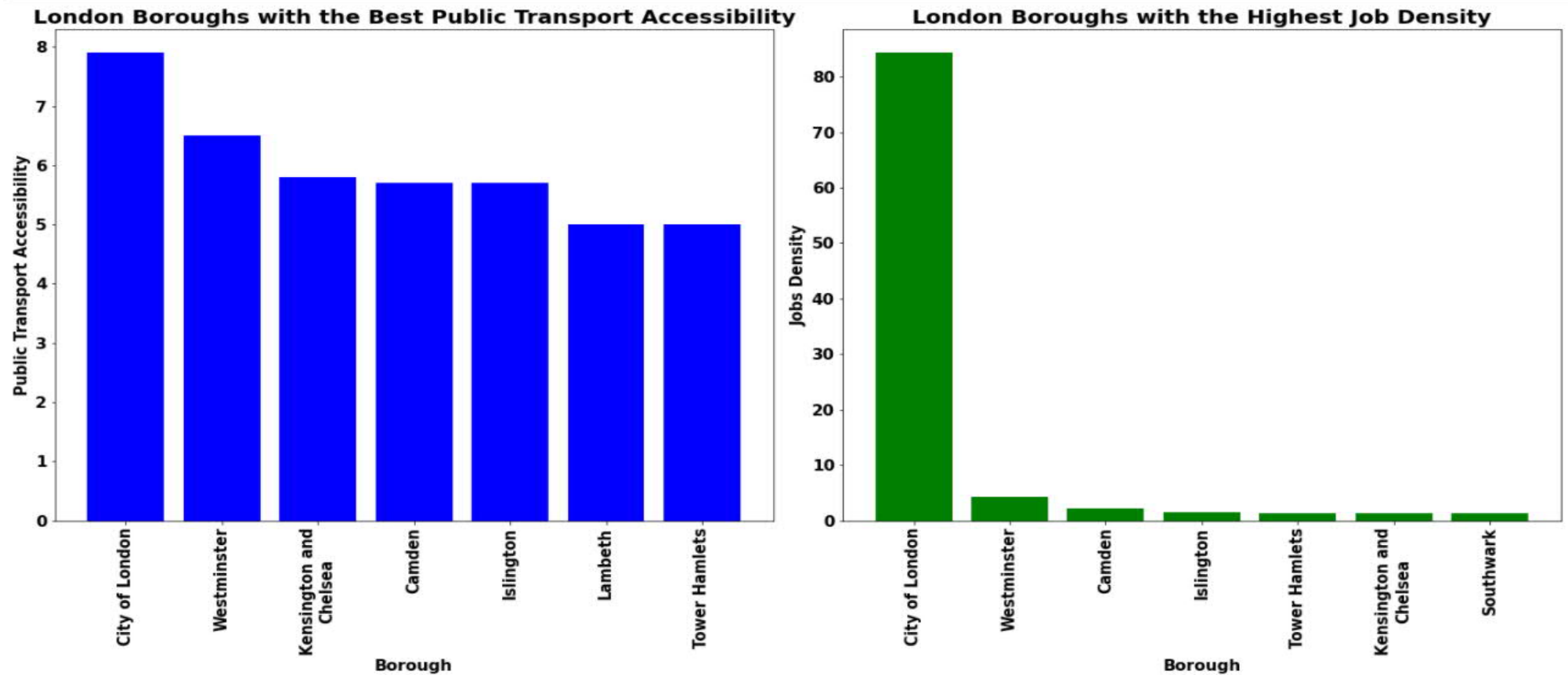
Outer

- Barking and Dagenham, Barnet, Bexley, Brent, Bromley, Croydon, Ealing, Enfield, Greenwich, Harrow, Havering, Hillingdon, Hounslow, Kingston upon Thames, Merton, Redbridge, Richmond upon Thames, Sutton, Waltham Forest

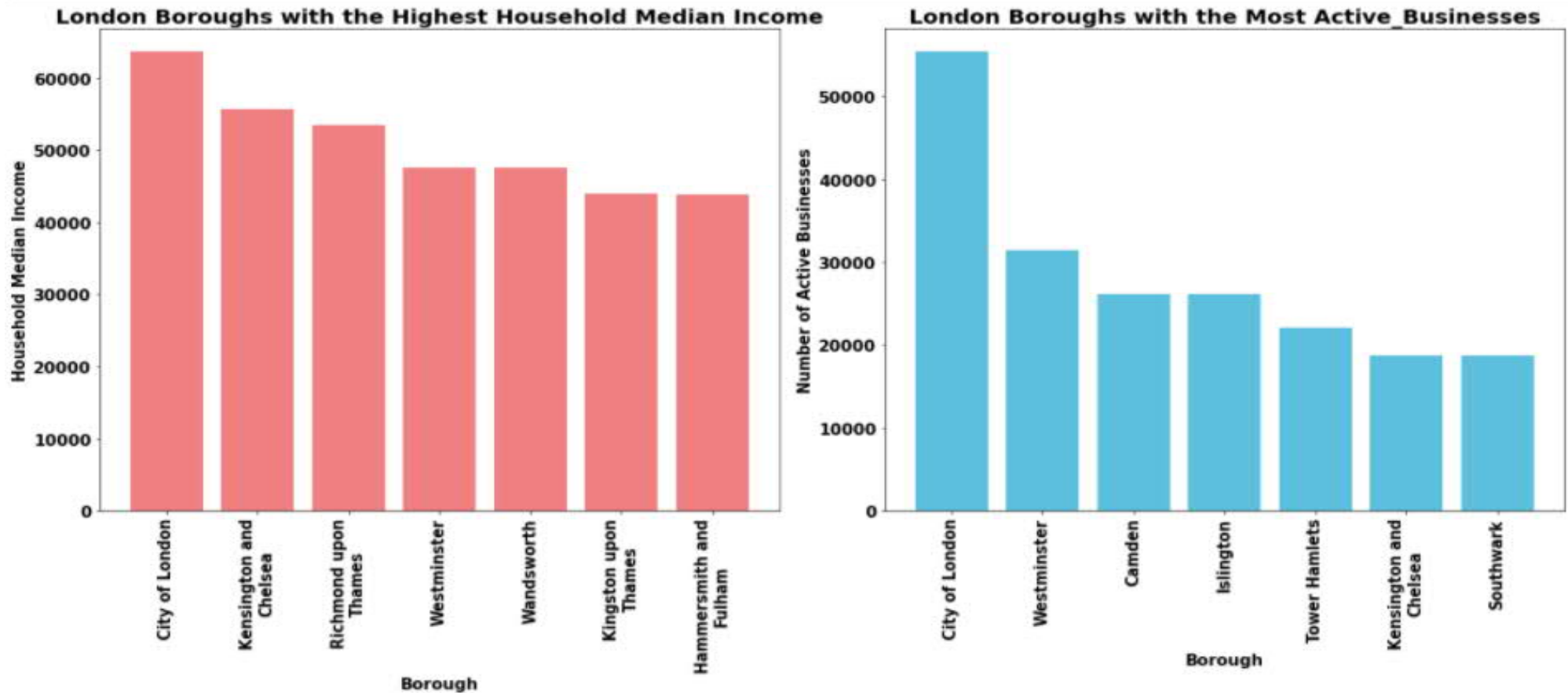


DESCRIBE

TOP 7 BOROUGHES: PUBLIC TRANSPORT ACCESSIBILITY & JOB DENSITY



TOP 7 BOROUGHES: HOUSEHOLD MEDIAN INCOME AND ACTIVE BUSINESS



EVALUATION MATRIX

Criteria:

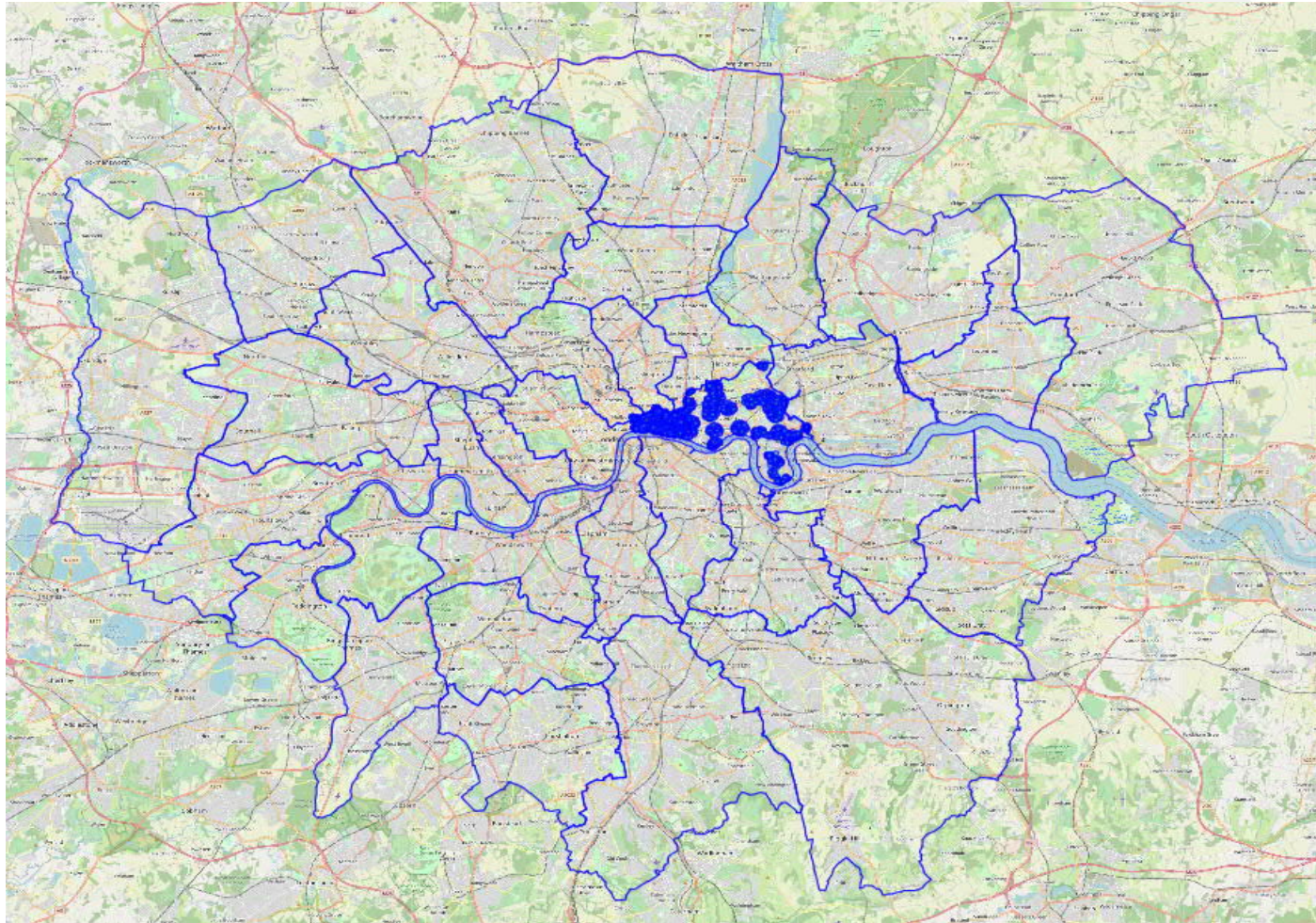
- ✓ Boroughs which are within the top 7 borough group in terms of the promoting factors, get 1 score under individual evaluation factors.
- ✓ Boroughs which are NOT within the top 7 borough group in terms of the hindering factors, get 1 score, because the hindering factors would probably not impact the success of new restaurant significantly.

WINNERS

London Boroughs Evaluation Scores

	Public_Transport_Accessibility	Jobs_Density	Household_Median_Income	Active_Businesses	Crime_Rates	Median_House_Price	Target_Ethnic_Group	Total_Score
City of London	1	1	1	1	1	0	0	5
Tower Hamlets	1	1	0	0	1	1	1	5
Camden	1	1	1	1	0	0	0	4
Wandsworth	0	0	1	1	1	1	0	4
Barnet	0	0	1	1	1	1	0	4
Ealing	0	0	0	1	1	1	1	4
Westminster	1	1	1	1	0	0	0	4
Brent	0	0	0	0	1	1	1	3

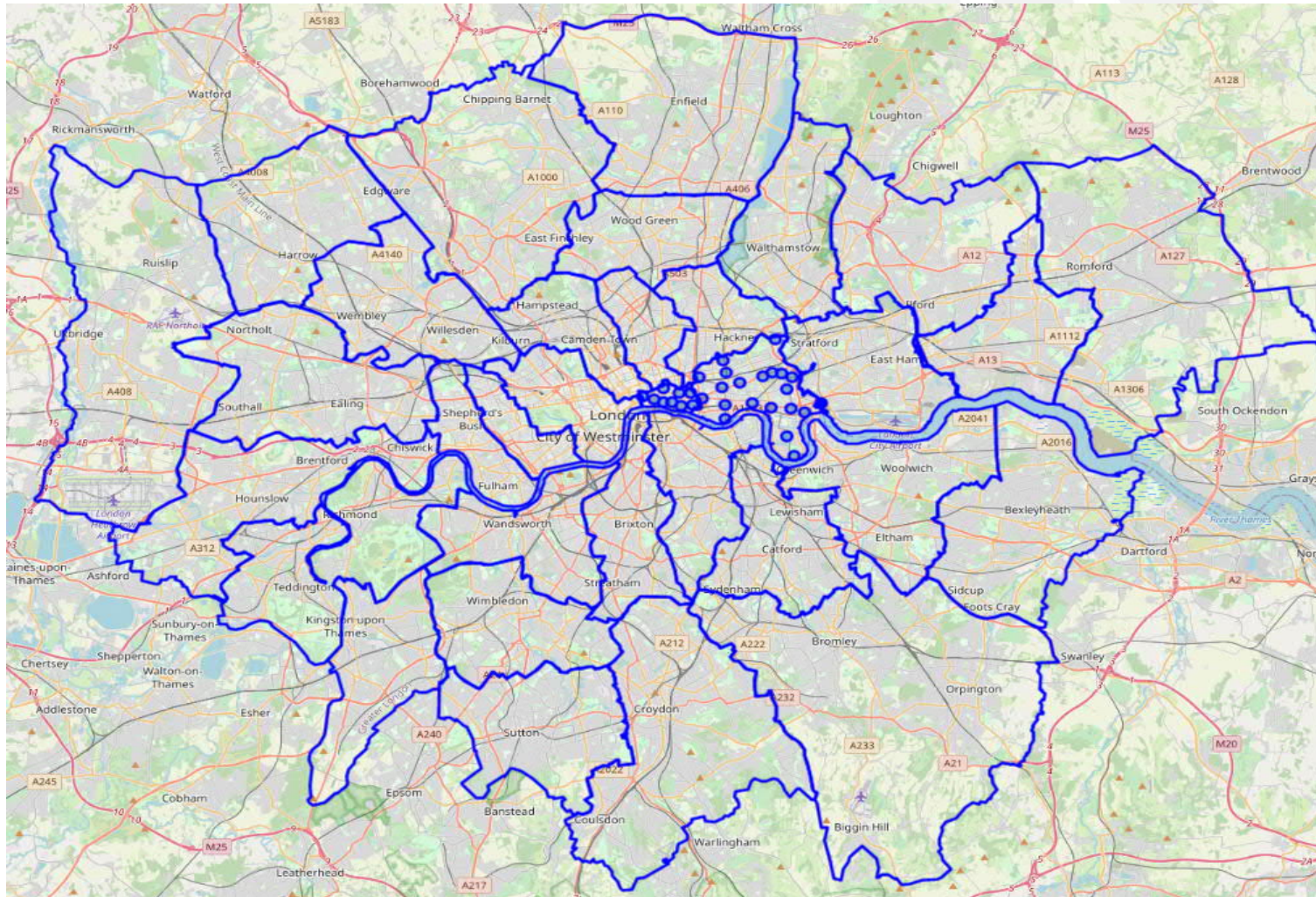
MODELLING – TARGET AREAS BEFORE SELECTION



MODELLING – SELECTION PROCESS

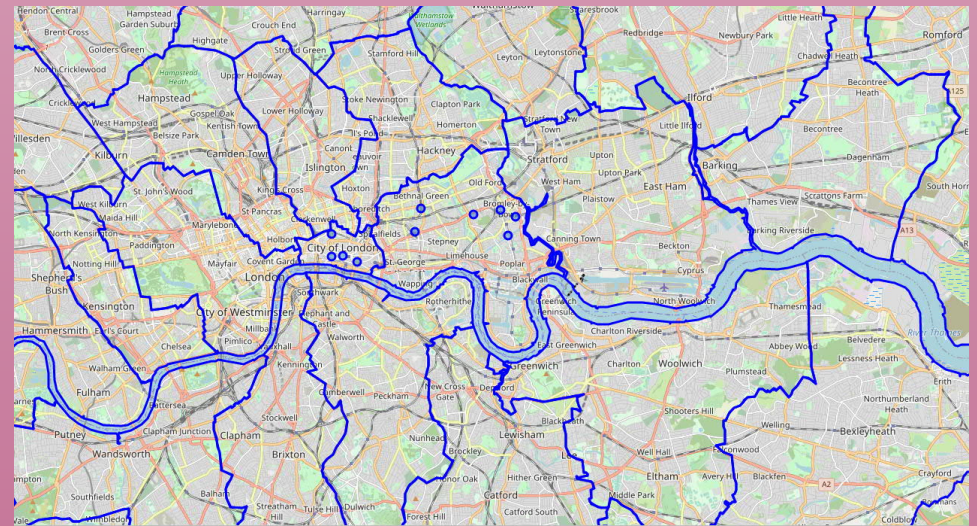
Step Nr.	Number of Postcode Areas before the selection	Selection Criterium	Number of Postcode Area after selection
1	323306	select postcode in use	179130
2	179130	select "Urban Major Conurbation", "Urban City and Town" under column Rural_Urban	178488
3	178488	select all postcode areas within the two optimal boroughs (City of London, Tower Hamlets)	7343
4	7343	select postcode areas which have distance to station less than 0.3 km and average income less than £80000	3418
5	3418	Machine Learning Model clustering	30

MODELLING – TARGET AREAS AFTER SELECTION



COMPETITOR ANALYSIS

- Number of restaurants within 500m radius of target locations ≤ 1
- Number of Chinese and Turkish restaurants within 500m radius of target locations = 0



CONCLUSIONS



INNER/OUTER LONDON

Greater London has 33 Boroughs in total. 14 boroughs are located in Inner London, 19 boroughs are located in Outer London



PUBLIC TRANSPORT ACCESSIBILITY

Top 7 Boroughs with the best Public Transport Accessibility are: City of London, Westminster, Kensington and Chelsea, Camden, Islington, Lambeth and Tower Hamlets



JOB DENSITY

Job density of City of London is ten times as much as in all other Boroughs.



ANGELICA ASTROM

The Top 7 richest boroughs are City of London, Kensington and Chelsea, Richmond upon Thames, Westminster, Wandsworth, Kingston upon Thames and Hammersmith and Fulham

CONCLUSIONS



MOST PROSPEROUS AREAS

The most prosperous areas are City of London, Westminster, Camden, Islington Tower hamlets, Kensington and Chelsea and Southwark



OPTIMAL BOROUGHES

City of London and Tower Hamlets are two optimal boroughs to open a new Uyghur restaurant.



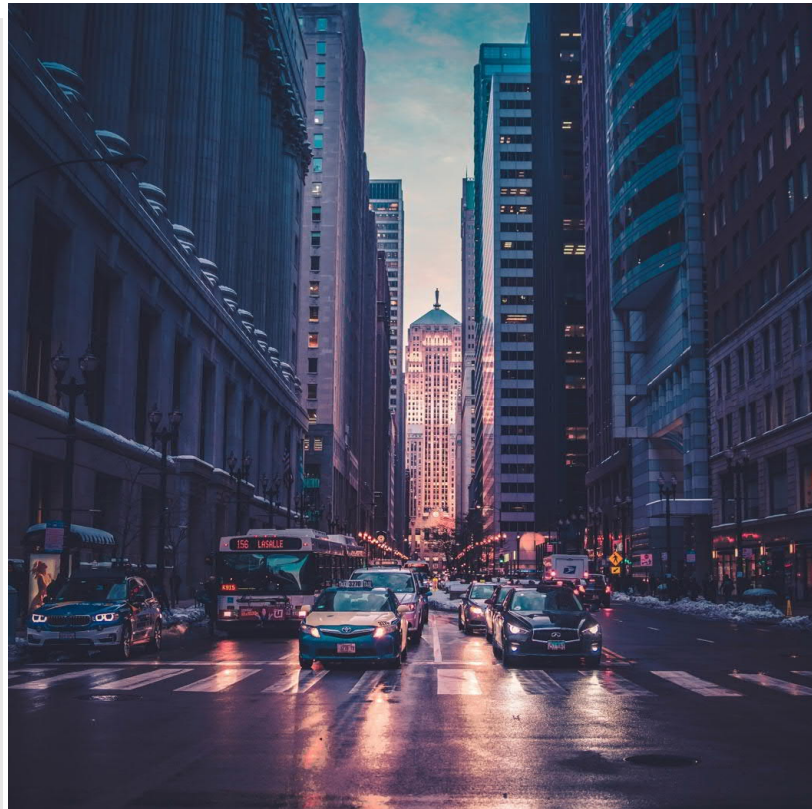
OPTIMAL LOCATIONS

After geodata analysis (venues analysis) and competitor analysis, 10 optimal location are selected for a new Uyghur Restaurant. four of which are in City of London and 6 of which are located in Tower Hamlets.

LIMITATIONS



Due to the lack of data of ethnic group population, public transport accessibility, number of active businesses in each postcode area, the accuracy of the optimal location is limited. It is recommended that these ten locations with the areas in the radius of 500m be regarded as the optimal location.



Due to limited number of free API calls of Foursquare location data, the target locations have to be significantly reduced using clustering method under the assumption that the centre of each cluster (target area group) still fulfil all the criteria proposed in this analysis..



THANK YOU

