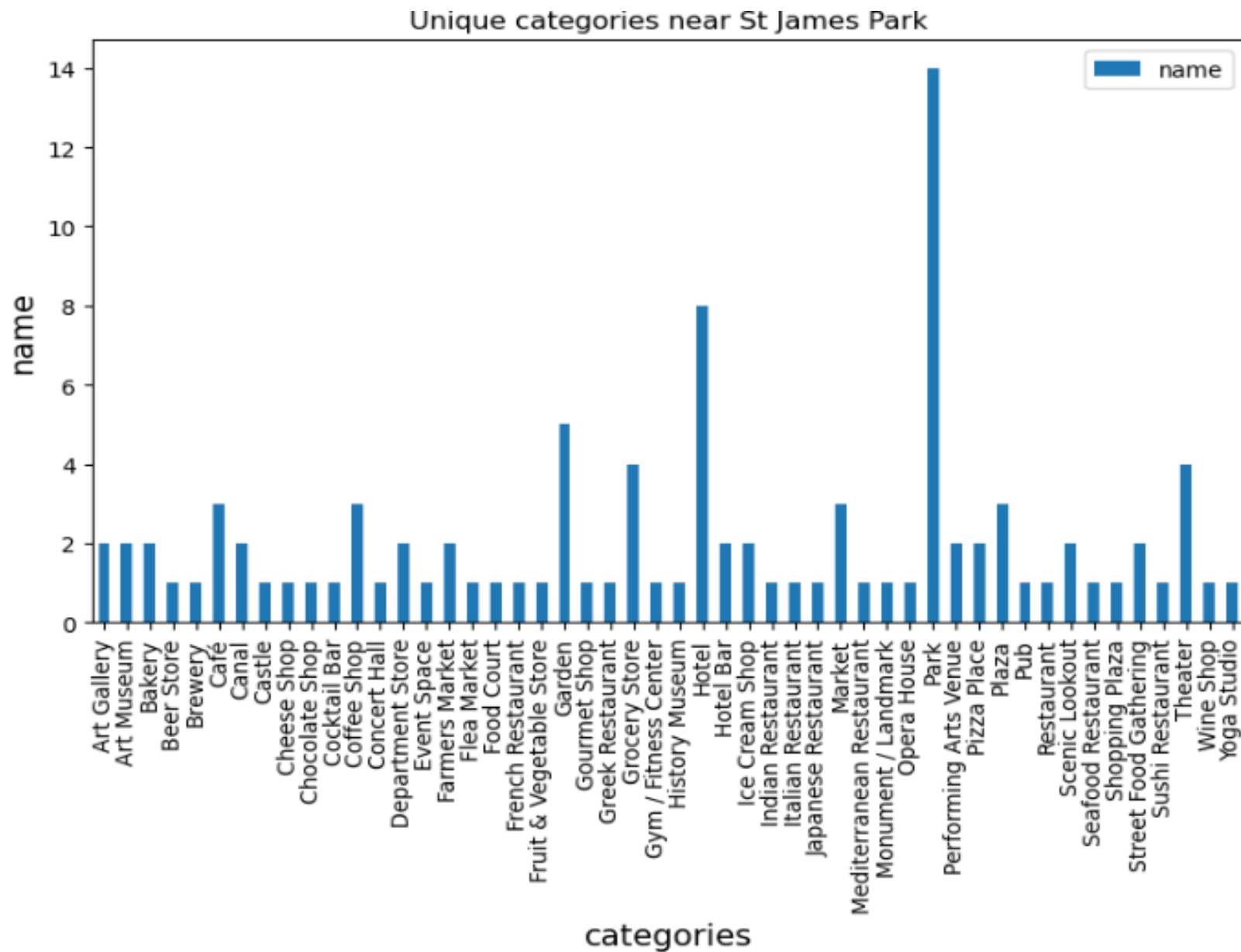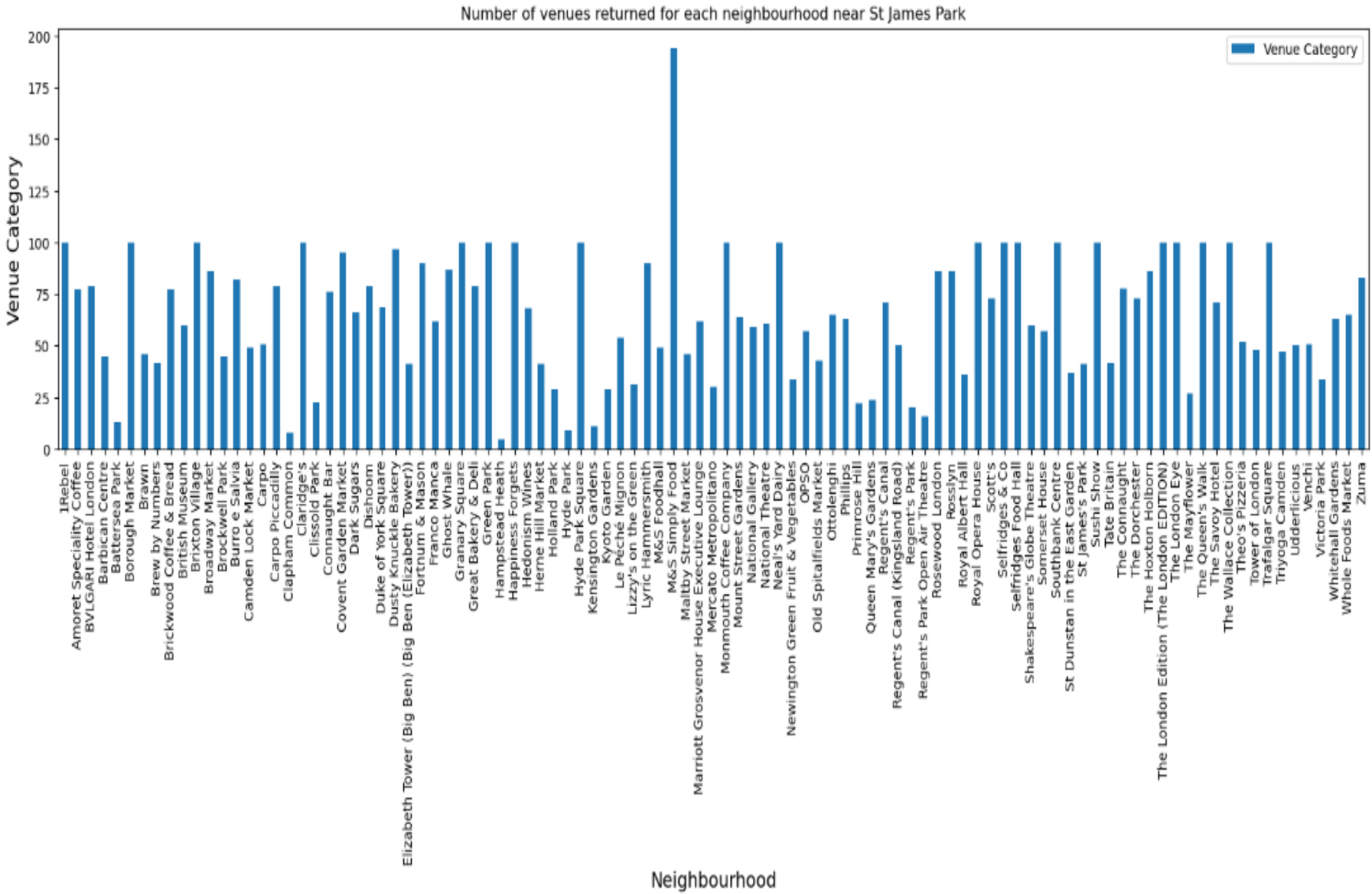# Recommendation on starting a new business in London

- **Introduction: Business Problem**

  - London, the capital and financial hub of England has always been one of the most popular expat destination in the world and has a huge potential for starting a new business.

- In order to determine the best business recommendation, we will be exploring the different neighbourhoods of London using Foursquare location data to get reviews, ratings, tips and counts, which would give us an insight into the different businesses within London such as bars, restaurants, grocery stores, hotels etc. Once we have enough data available on different businesses, we can then decide what kind of business to establish and where we would make the most returns on investment. The recommendations will be based on the results returned by Foursquare API on major businesses.

Data Aquisation and Cleaning

-
    The data sources that will be needed to extract/generate the required information are,**Google Maps API using Geocoding ,Four Square API and Folium Maps** .

- In this project we will be focusing on manipulating data in the categories of hotels, bars, restaurants and shops within London. We will be analysing businesses that are in 100000 metres radius from London. This will help us get all the places that have been rated by Foursquare users within and around London.

- We will first make an api request to Foursqaure and return our data. The dataset will include hotels, bars, restaurants etc. that have been shared and rated. Our dataset attributes will consist of the place name, address, category, street, latitude and longitude. Our dataset will be in json format when first returned from Foursquare and will be transformed to pandas dataframe.

- Finally, we will replace the appropriate address names to businesses returning NaN. Once our data has been processed properly, we will use Folium to map the businesses using their latitude and longitude values. This will give us a visibility of where these businesses are located within London. We will also be exploring the highest rated business and the kinds of businesses that are situated around it.

- Our recommendation will be based on what category of businesses people prefer to visit when they come to London. Breaking it down by category and giving the count will help potential business owners on what category of businesses to make their investment

Unique categories near St James Park

From the graph we can see that the most popular places near St James's Park are Parks (that includes theme parks) followed by Hotels.

Number of venues returned for each neighbourhood near St James Park

Further Analysis reveal that the most common venues returned for each neighbourhood includes food shops and Market places followed by, Parks(theme parks) and tourist attractions.

Conclusion

- After exploring the top venues (categories), we see that businesses in the categories of coffee shops, Cafe, Hotel and restaurants are the top most attractive businesses situated in London. We can conclude that venturing in any of these categories will yield returns in investments.

-

	Neighbourhood	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	1Rebel	Coffee Shop	Hotel	Cocktail Bar	Pizza Place	Restaurant	Mediterranean Restaurant	Salad Place	Wine Bar	Middle Eastern Restaurant	Indian Restaurant
1	Amoret Speciality Coffee	Pub	Coffee Shop	Italian Restaurant	Persian Restaurant	Indian Restaurant	Café	Ice Cream Shop	Restaurant	Park	Boutique
2	BVLGARI Hotel London	Café	Italian Restaurant	Boutique	Hotel	Coffee Shop	Pizza Place	Bakery	Indian Restaurant	Jewelry Store	Grocery Store
3	Barbican Centre	Coffee Shop	Gym / Fitness Center	Food Truck	Indie Movie Theater	Plaza	Food Stand	Gastropub	Bike Shop	Garden	Sushi Restaurant
4	Battersea Park	Café	Park	Track Stadium	Zoo	Plaza	Playground	Soccer Field	Art Gallery	Monument / Landmark	Tennis Court