The Taste of London

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Business Problem

- Target Population

    Those who want to open a restaurant in London

- Key Factors

    1. What type of restaurant?

    2. At which place?

Data Resource

- Population distribution

https://en.wikipedia.org/wiki/List_of_London_boroughs

- Geospatial information

https://data.london.gov.uk/dataset/statistical-gis-boundary-files-london

- Detailed information about all venues in London

https://foursquare.com/

Population Distribution

Boroughs	Population	Boroughs	Population	Boroughs	Population	Boroughs	Population
Croydon	372,752	Wandsworth	310,516	Haringey	263,386	Islington	215,667
Barnet	369,088	Southwark	298,464	Hounslow	262,407	Merton	203,223
Ealing	342,494	Redbridge	288,272	Hackney	257,379	Sutton	195,914
Enfield	320,524	Hillingdon	286,806	Harrow	243,372	Barking and Dagenham	194,352
Newham	318,227	Lewisham	286,180	Havering	242,080	Richmond upon Thames	191,365
Bromley	317,899	Tower Hamlets	272,890	Bexley	236,687	Hammersmith and Fulham	178,685
Brent	317,264	Waltham Forest	265,797	Camden	229,719	Kingston upon Thames	166,793
Lambeth	314,242	Greenwich	264,008	Westminster	226,841	Kensington and Chelsea	155,594

Map of London
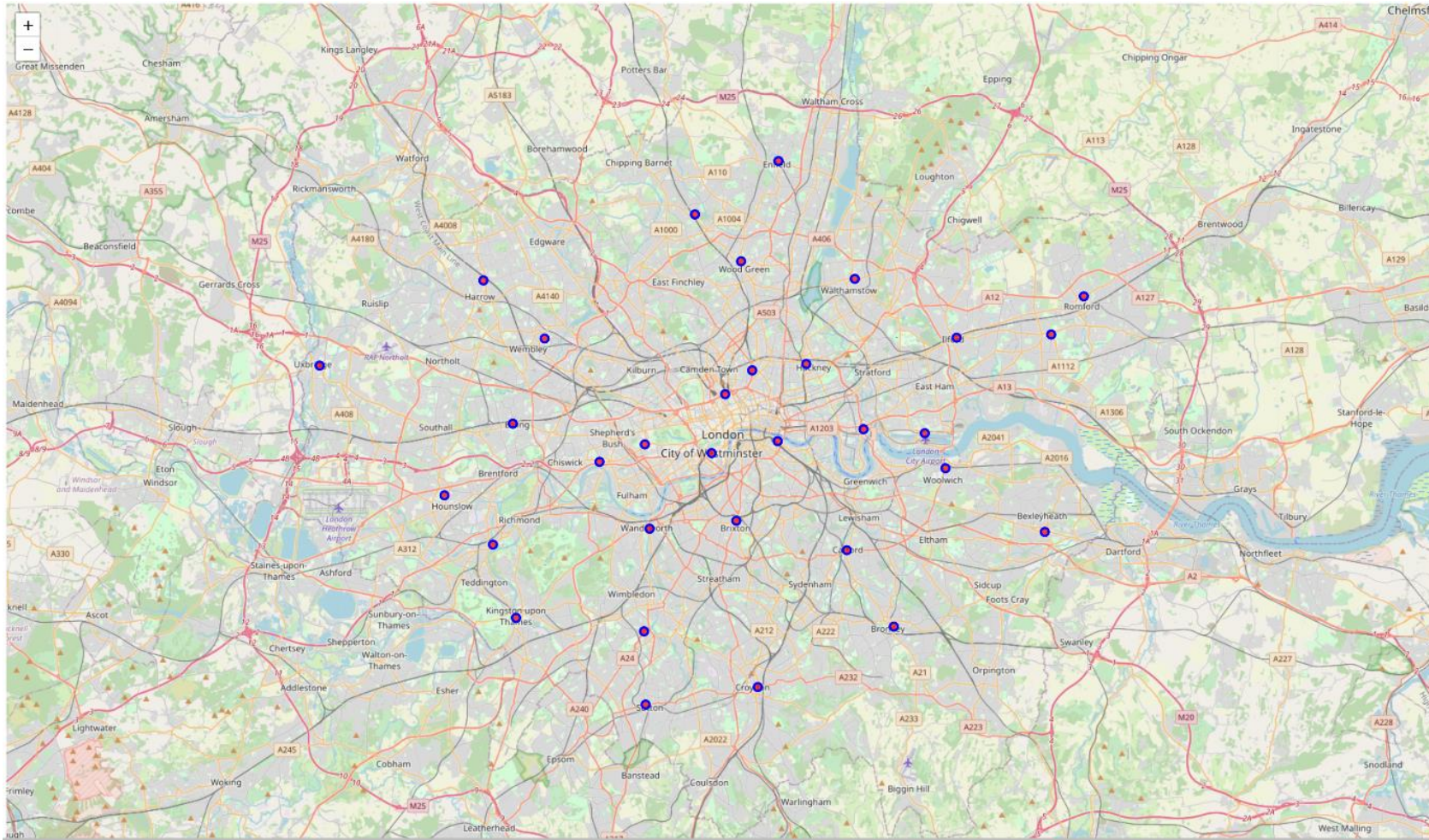
The headquarter of each borough was marked.

All Venues Belonging to Category Food

Borough	Borough Lat	Borough Lng	Venue	Venue Lat	Venue Lng	Category	Parent Category
Barnet	51.6252	-0.1517	The Atrium	51.62473	-0.151933	Café	Food
Barnet	51.6252	-0.1517	Oakleigh Cafe	51.62341	-0.154899	Café	Food
Bexley	51.4549	0.1505	Zizzi	51.45593	0.150555	Italian Restaurant	Food
Bexley	51.4549	0.1505	Bella Italia	51.45639	0.149855	Italian Restaurant	Food
Bexley	51.4549	0.1505	Greggs	51.45625	0.145569	Bakery	Food
...	...	...	...	...	...	...	...
Westminster	51.4973	-0.1372	Shot Espresso	51.49806	-0.142393	Coffee Shop	Food
Westminster	51.4973	-0.1372	The Curry Room	51.49829	-0.143543	Indian Restaurant	Food
Westminster	51.4973	-0.1372	Hai Cenato	51.49714	-0.143829	Italian Restaurant	Food
Westminster	51.4973	-0.1372	Subway	51.49332	-0.139483	Sandwich Place	Food
Westminster	51.4973	-0.1372	Pret A Manger	51.49284	-0.138057	Sandwich Place	Food

Top 10 Favourite Types of Restaurants

| Ranking	Restaurant Type	count	mean	std	min	0.25	0.5	0.75	max
1	Coffee Shop	31	3.774194	2.985629	0	2	4	5.5	10
2	Café	31	1.741935	1.750576	0	0.5	1	2	6
3	Sandwich Place	31	1.193548	1.194972	0	0.5	1	2	6
4	Italian Restaurant	31	1.516129	1.524707	0	0	1	2	5
5	Caribbean Restaurant	31	0.225806	0.920495	0	0	0	0	5
6	Mexican Restaurant	31	0.258065	0.773207	0	0	0	0	4
7	French Restaurant	31	0.322581	0.791079	0	0	0	0	4
8	Indian Restaurant	31	0.870968	1.024433	0	0	1	1	4
9	Gastropub	31	0.193548	0.601074	0	0	0	0	3
10	Ice Cream Shop	31	0.258065	0.681554	0	0	0	0	3

Distribution of The Favourite Restaurants
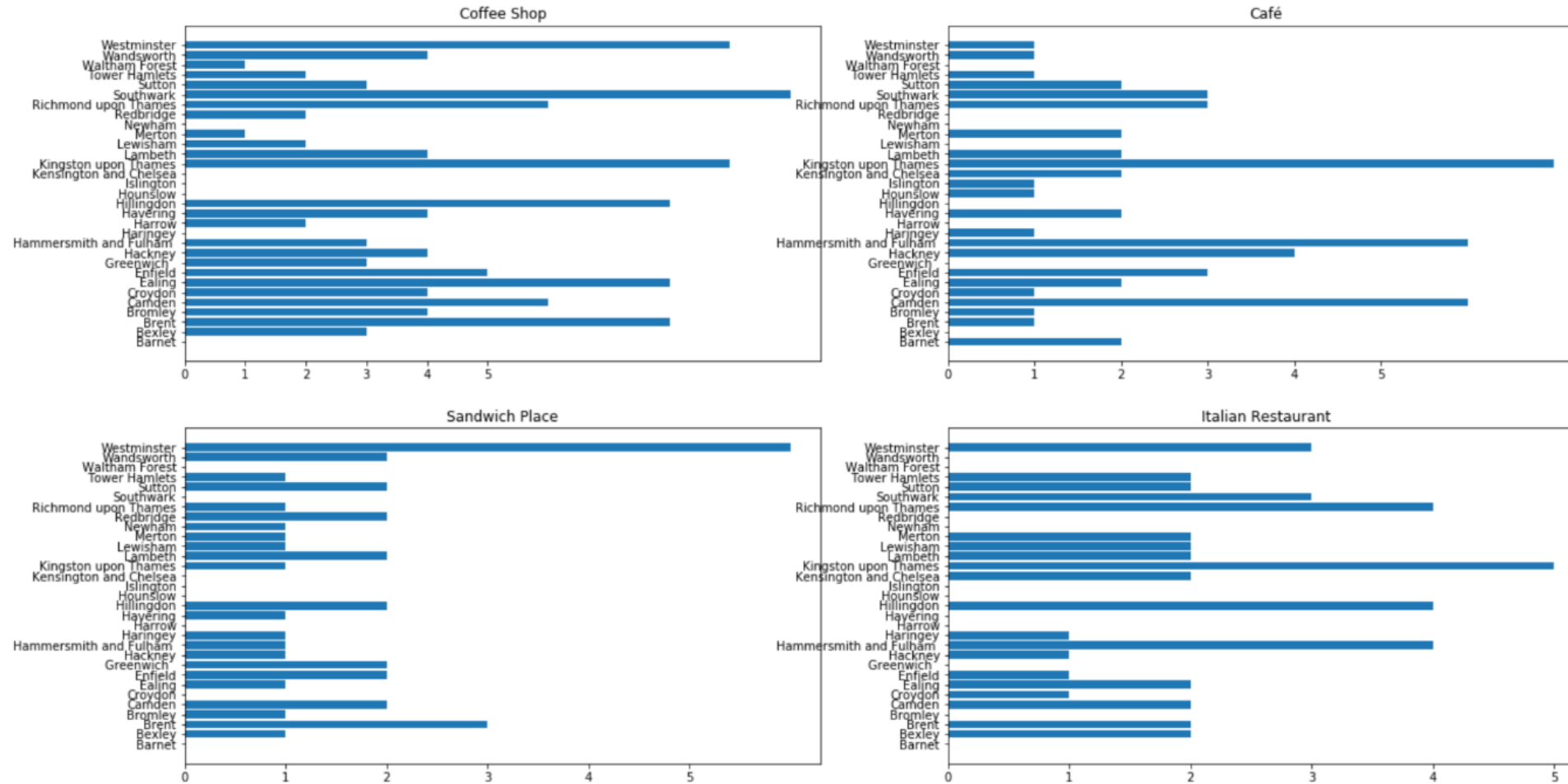
Distribution of The Favourite Restaurants (cont.)
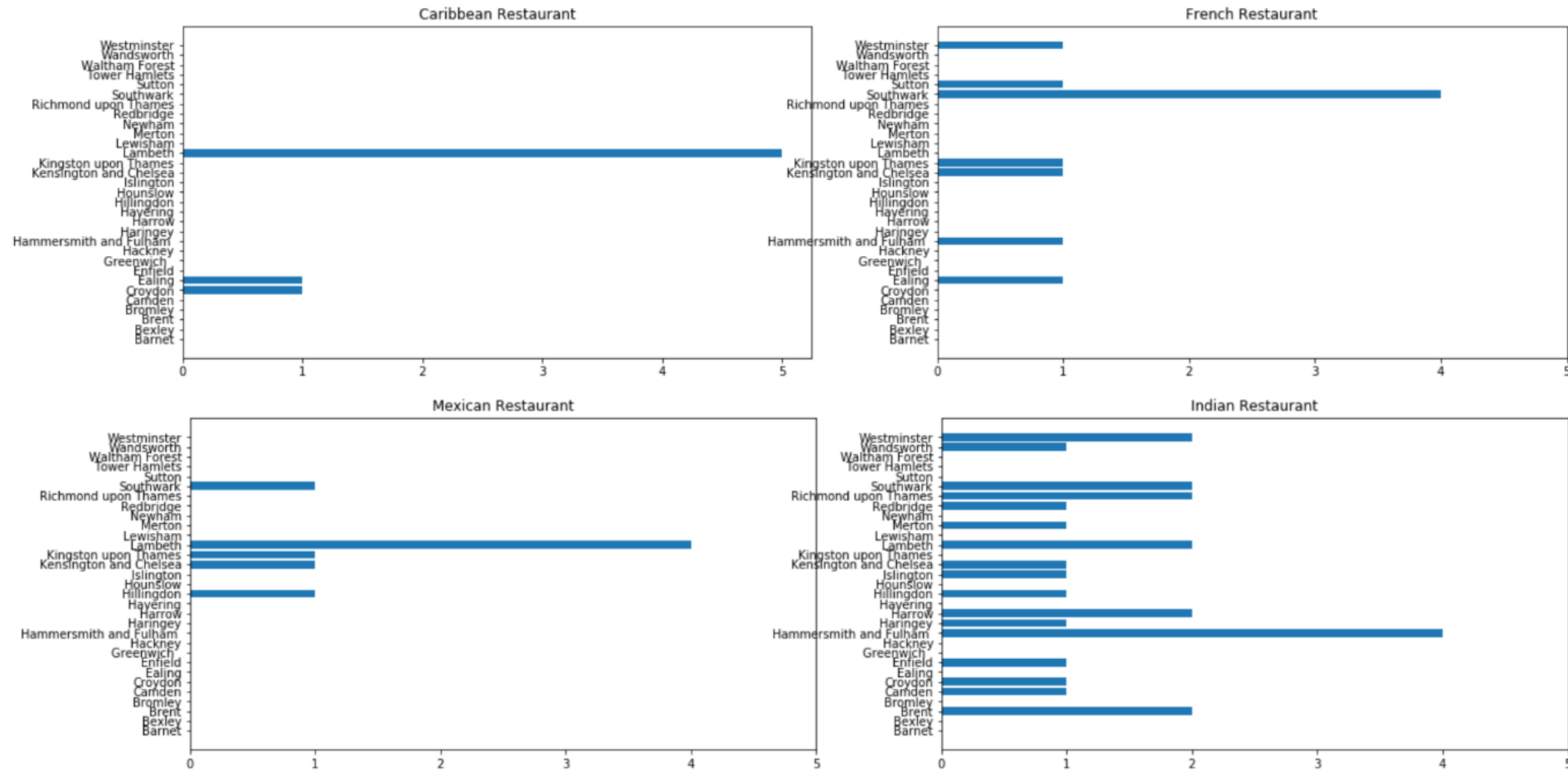
Distribution of The Favourite Restaurants (cont.)
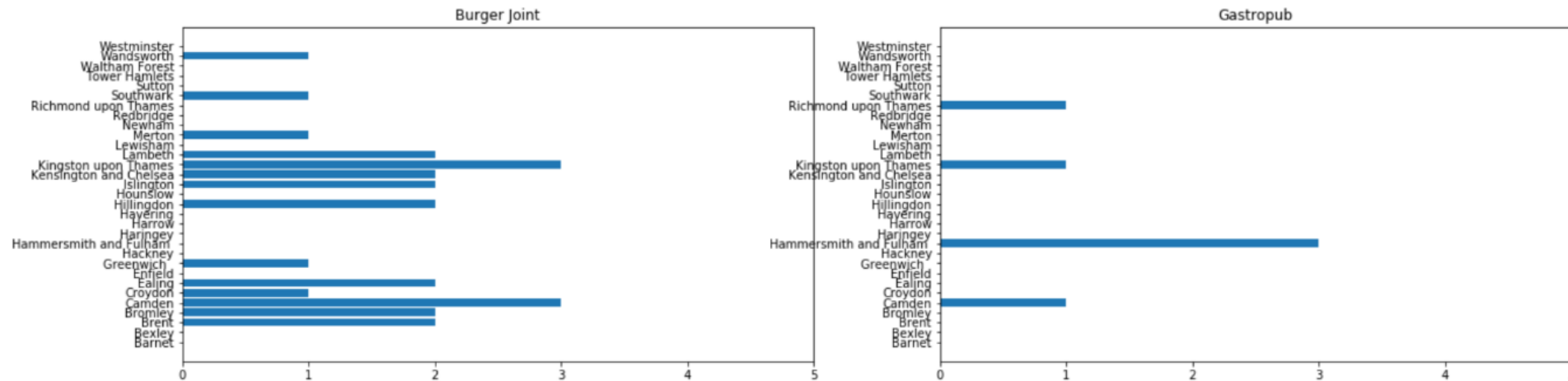
Conclusion (Recommendation)

- Type of Restaurants

    1. Coffee shop or Café

    2. Foreign Food

- Location

    Centre London