IBM APPLIED DATA SCIENCE CAPSTONE

EXPLORING NEIGHBOURHOODS IN LONDON

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1. Introduction

1.1. Business problem

London city, capital of the United Kingdom is one of the world's most important global cities. It is among the oldest of the world's great cities—its history spanning nearly two millennia—and one of the most cosmopolitan. By far Britain's largest metropolis, it is also the country's economic, transportation, and cultural centre. London is a very diverse city with a population of over 8 million people with a land area of 1,572 square kilometres.

Finding a destination, or a place to move to can be challenging. This project aims to help tourists, business owners and people that intend to move to London, find the best destinations and neighbourhoods based on the most common venues, crime rates and housing prices. This project analyzes the neighbourhoods in London and clusters them based on venues. The clustering algorithm that will be used is K Means. K Means was chosen because it is one of the simplest algorithms for clustering.

1.2. Target audience

The results of this project can be used by various stakeholders including business owners and people who want to move to London. Visual and interactive maps for anyone to view the results of this project.