Department Store in London

Coursera Capstone Project

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Introduction

Department Store in London

- A Dutch Dutch Department Store would like to open a shop in London
- Characteristics of the Department Store:
  - Quality
  - Low Prices
  - Affordable
  - Accessible
  - Typical Dutch
- Products:
  - Food
  - Clothing
  - Household Appliances

Introduction

Department Store in London

- The Dutch Department is looking for the Best Location for opening one store in a Neighbourhood in London

- Target Group: Decision Makers from the Dutch Department Store

- They would like to have an Analysis of the Neighborhoods in London
  - Exploration of surrounding Venues
  - Demographics and Characteristics

- They are looking for area's with high population numbers, but not in area's with a lot of restaurants

Introduction

Department Store in London

- The Business Problem is defined as follows:

For serving the right people on the right location: What is the most appropriate Neighborhood for the Dutch Department Store in London?

Data Description

Department Store in London

- Wikipedia provides a 'List of London Boroughs'. These are the local authority districts within Greater London, including 32 London boroughs and the City of London.

- The City of London is the 33rd principal division of Greater London but it is officially not a London borough.

- Source: https://en.wikipedia.org/wiki/List_of_London_boroughs#List_of_boroughs_and_local_authorities

Data Description
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- On Wikipedia, the following information is provided. Per Borough in London:
  - Geospatial Coordinates
  - Population
  - Area (Squared Mile)
  - Inner / Outer London
  - Status (City / Royal / None)
  - Political Control (Conservative / Labour / Liberal Democrat / None)
- The total Dataframe has 33 Boroughs. The data of the 32 London Boroughs is merged with the data of City of London.

Data Description

Department Store in London

- **Foursquare API** is used to get the most common venue categories in each Neighborhood

- Visualization Library *Folium* is used for creating maps

- The Data Set has 33 Rows (Boroughs) and 12 Columns (Features)

	Borough	Inner	Status	Local authority	Political control	Headquarters	Area (sq mi)	Population (2013 est)[1]	Co-ordinates	Nr. in map
0	Barking and Dagenham [note 1]	NaN	NaN	Barking and Dagenham London Borough Council	Labour	Town Hall, 1 Town Square	13.93	194352	51°33'39"N 0°09'21"E / 51.5607°N 0.1557°E	25
1	Barnet	NaN	NaN	Barnet London Borough Council	Conservative	Barnet House, 2 Bristol Avenue, Colindale	33.49	369088	51°37'31"N 0°09'06"W / 51.6252°N 0.1517°W	31
2	Bexley	NaN	NaN	Bexley London Borough Council	Conservative	Civic Offices, 2 Watling Street	23.38	236687	51°27'18"N 0°09'02"E / 51.4549°N 0.1505°E	23
3	Brent	NaN	NaN	Brent London Borough Council	Labour	Brent Civic Centre, Engineers Way	16.70	317264	51°33'32"N 0°16'54"W / 51.5588°N 0.2817°W	12
4	Bromley	NaN	NaN	Bromley London Borough Council	Conservative	Civic Centre, Stockwell Close	57.97	317899	51°24'14"N 0°01'11"E / 51.4039°N 0.0198°E	20