NEIGHBORHOODS BATTLE

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Introduction

◦ The population of London has grown considerably over the last decades. London is very diverse. It represents what is called the reflection of the old British Empire. In London, you can get fresh food supplies from Africa. One begins to wonder how efficient the supply mechanism is.

◦ The real deal is that as much as there are many fine restaurants in London – Asian, Middle Eastern, Latin and American restaurants, you can struggle to find good place to dine in the finest of Australian cuisine.
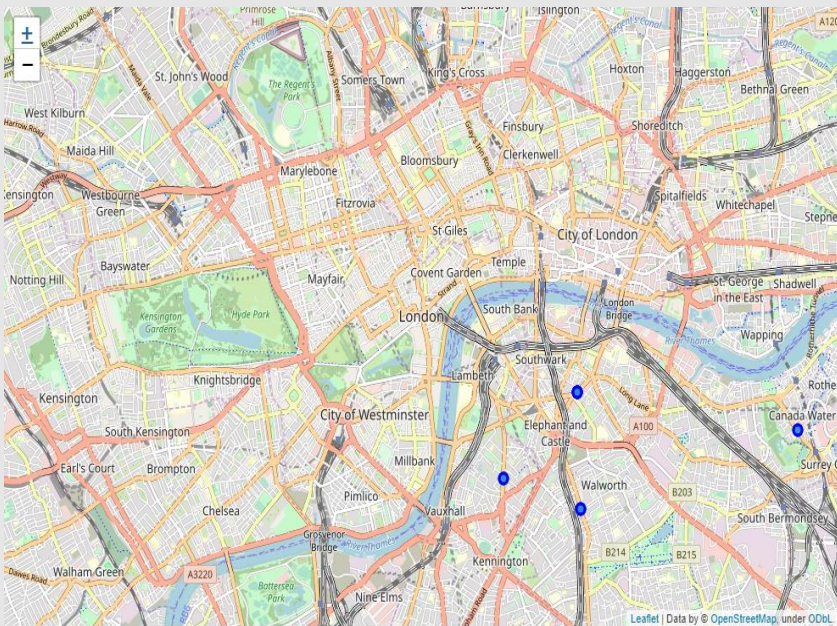
Background Discussion

◦ a successful restaurant chain in Australia is looking to expand operation into Europe through London. They want to create a high-end restaurant that comes with organic mix and healthy. Their target is not only Australians, but they are pro-organic and healthy eating. To them every meal counts and counts as a royal when you eat.

◦ Since the London demography is so big, the restaurant needs deeper insight from available data in other to decide where to establish the first Europe "palace" restaurant. This company spends a lot on research and provides customers with data insight into the ingredients used at restaurants.
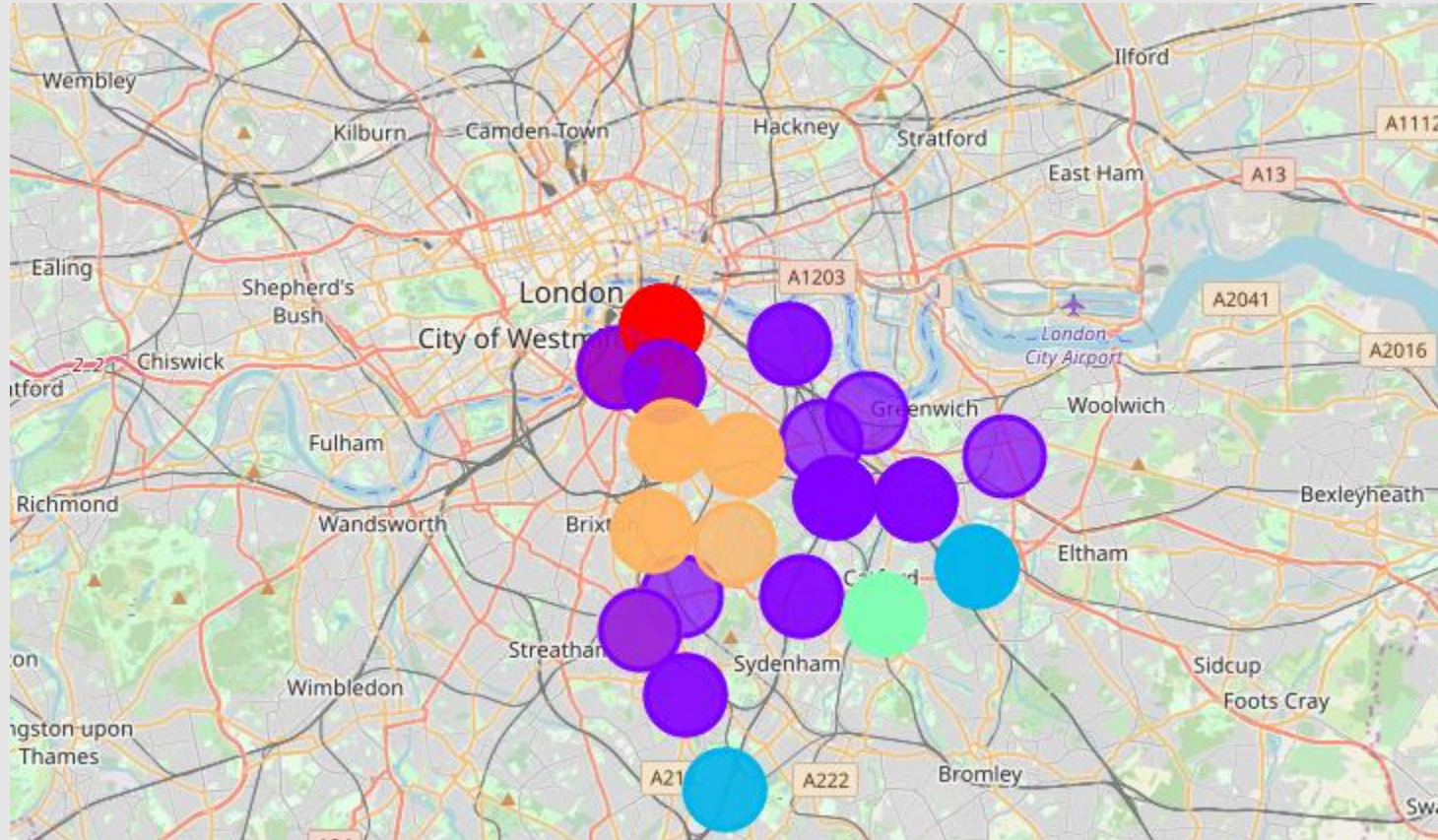
Methodology

	Neighbourhood	African Restaurant	American Restaurant	Antique Shop	Aquarium	Argentinian Restaurant	Art Gallery	Art Museum	Arts & Crafts Store	Asian Restaurant	Athletics & Sports	Australian Restaurant
0	Bankside	0.00	0.000000	0.0	0.0	0.010000	0.01	0.03	0.0	0.02	0.0	0.0
1	Bellingham	0.00	0.000000	0.0	0.0	0.000000	0.00	0.00	0.0	0.00	0.0	0.0
2	Bermondsey	0.00	0.000000	0.0	0.0	0.010000	0.01	0.03	0.0	0.02	0.0	0.0
3	Blackheath	0.00	0.011111	0.0	0.0	0.011111	0.00	0.00	0.0	0.00	0.0	0.0
4	Brixton	0.01	0.000000	0.0	0.0	0.000000	0.01	0.00	0.0	0.00	0.0	0.0

Clustering

Result

◦ Pubs, Cafe, Coffee Shops are popular in the South East London.

◦ As for restaurants, the Italian Restaurants are very popular in the South East London area. Especially in Southwark and Lambeth areas.

◦ With the Lewisham area being the most condensed area of Australias in the South East Area, it is surprising to see how in the top 10 venues, you can barely see restaurants in the top 5 venues.

◦ Although, the Clusters have variations, a very visible presence is the predominance of pubs.