

Introduction

The first step in approaching a data science problem is problem understanding. This step is very important since it allows us to know the kind of decisions we want to make, the information or data that will be needed to inform those decisions and finally, the kind of analysis that will be used to arrive at those decisions. In a nutshell, developing a mental model of the problem allows us to properly structure potentially relevant information needed to solve the problem.

We will begin the problem understanding with the problem statement.

Problem Statement

London is one of the most popular places for tourists and vacations. This may be due to the fact that London is made up of diverse people, multicultural and offers a wide variety of experiences for tourists. In this project, we will try to group the neighborhoods of London and draw insights to what they look like now. This is to help tourists and people who have intentions of migrating make good decisions based on the insights that will be drawn from this project.

Project Goal

The goal of this project is to explore city of London and find out what makes this city one of the popular destinations for tourists.