Battle of the Neighborhoods

Finding the right move in London

1. Introduction

1.1 Background

Each year approximately 200,000 people move from other areas of the UK into London and another 200,000 move from abroad into London. This means nearly half a million people move to London every year. Moving house is often an exceptionally long and complicated process which can be incredibly stressful. Therefore, it is in the best interest of both the mover and the estate agents to ensure that the move is as smooth as possible. In order to streamline this process ideally everything the mover wants to know about a potential move location can be found all in the same place. One hugely important variable to take into account when moving house is the number of and quality of amenities near the potential move location. It is advantageous for movers to see all of these amenities prior to making a decision on the move.

1.2 The Problem

When moving to an area the mover may want to know what kind of venues are near the area they will be moving to. However, on most of the popular estate agent websites this information is not always available. It is common for estate agents to show nearby schools but not coffee shops, restaurants, yoga classes etc. What if the mover wants to know how many Italian restaurants are nearby or how many bookstores there are within 500m? Currently they would have to scroll through the internet trying to find this information for themselves. Wouldn't it be convenient if all of this information was in one place?

1.3 Interest

This feature would be of interest to movers in the process of helping them to find an ideal location to move to. This project aims to cluster areas of London depending on the venues in each area and creating a score for each borough to find which borough is the most ideal.