IBM Applied Data Science Capstone

City of Opportunity: London

Introduction:

London is definitely one of the best places to start a business. Even though it has high competition it still offers plenty of opportunities if you have a lucrative idea. Being the capital of both England and the UK, it is the center for commerce, finance, fashion, healthcare, research, development, business, tourism, and plenty more. As such there are many opportunities for people in London that want to start a business. London is also a very expensive place to live.

Many businesses want to open a branch here and are ready to pay highest price for their accommodations. With a huge competition and high business cost, it will be very difficult for the newcomers to find a perfect place with less expensive to start their business. It is not possible to find a good place based on their need in the city limits of London. Let's talk about the business problems to choose the best possible option for newcomers to start their business in London boroughs.

Business Problem:

The questions that I aim to answer in this project are the following:

- Who want to start their own business and cannot really afford to open in the City yet?
- Where is it best to open a new place?
- Where will it be cheapest and will have enough people living around to be popular?
- Where the competition is not too overwhelming?

Target Audience:

The purpose of this project is to help people in exploring better area around their neighborhood to start their business. It will help people making a smart and efficient decision on selecting great area out of numbers of other areas in London outer city limits. This analysis will be of interest to the following groups:

- First time entrepreneurs, who want to start their first business. Below dataset will give a comprehensive insight into where best to open a new venue, to maximize the value for money.
- People who already run a business and want to start a new branch. Given the extra information, it may provide some valuable information before decision making.

Data Description:

For this project we need the following data:

• List of London Boroughs with co-ordinates from Wikipedia

• The Most popular venues in the respective boroughs from Foursquare data

• Online based data on rent in London boroughs.

Using this data will allow exploration and examination to answer the questions. This is a project that will make use of many data science skills, from web scraping (wikipedia.com), working with API (Foursquare), data cleaning, data wrangling and map visualization (Folium) and to machine learning (K-means clustering).