

**OPTIMAL LOCATION FOR
OPENING ASIAN
RESTAURANT
NEAR LONDON CITY
CENTER**

Locating optimal location is important for Business

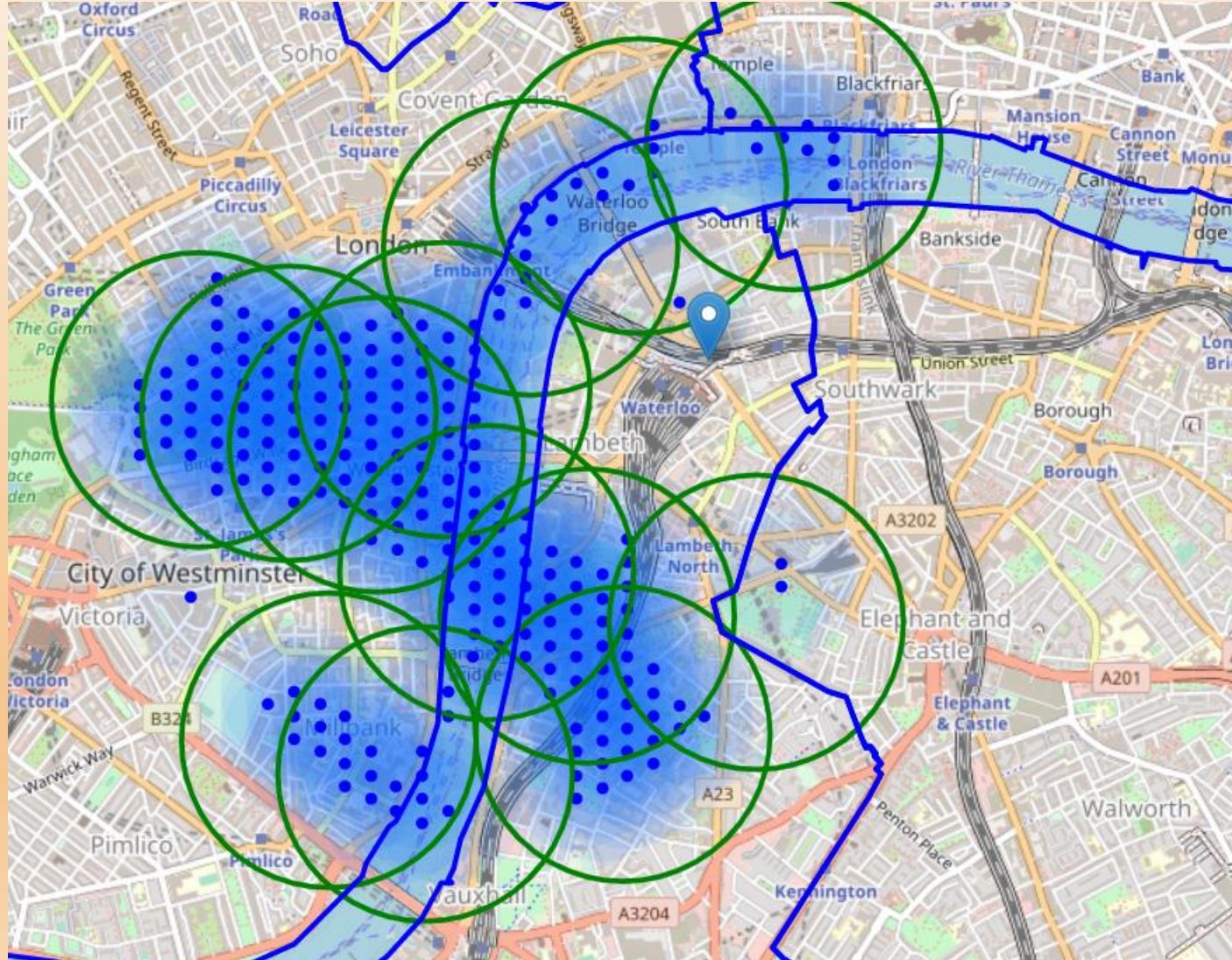
- locations that are not already crowded with restaurants.
- areas with no Asian restaurants in vicinity.
- prefer locations as close to city center as possible, assuming that first two conditions are met.

Data Acquisition and Cleaning

- * centers of candidate areas will be generated algorithmically and approximate addresses of centers of those areas will be obtained using Google Maps API reverse geocoding
- * number of restaurants and their type and location in every neighborhood will be obtained using Foursquare API
- * coordinate of London center will be obtained using Google Maps API geocoding of well known London location(Southbank,London)

clusters represent groupings of most of the candidate locations

cluster centers are placed nicely in the middle of the zones 'rich' with location candidates.



Conclusion

By calculating restaurant density distribution from Foursquare data we have first identified general boroughs that justify further analysis , and then generated extensive collection of locations which satisfy some basic requirements regarding existing nearby restaurants.

Clustering of those locations was then performed in order to create major zones of interest (containing greatest number of potential locations) and addresses of those zone centers were created to be used as starting points for final exploration by stakeholders.

Final decision on optimal restaurant location will be made by stakeholders based on specific characteristics of neighborhoods and locations in every recommended zone, taking into consideration additional factors like attractiveness of each location (proximity to park or water), levels of noise / proximity to major roads, real estate availability, prices, social and economic dynamics of every neighborhood etc.