**The Battle of Neighbourhoods**

**What’s the Trend?**

**Introduction Section:**

London is the capital and largest city of England and the United Kingdom. The city stands on the River Thames in the south-east of England, at the head of its 50-mile (80 km) estuary leading to the North Sea. London has been a major settlement for two millennia.

London is one of the world's most important global cities. It exerts a considerable impact upon the arts, commerce, education, entertainment, fashion, finance, healthcare, media, professional services, research and development, tourism and transportation. It is one of the largest financial centres.

London has a diverse range of people and cultures, and more than 300 languages are spoken in the region. Its estimated mid-2018 municipal population (corresponding to Greater London) was roughly 9 million, which made it the third-most populous city in Europe. London accounts for 13.4% of the U.K. population. Greater London Built-up Area is the fourth-most populous in Europe, after Istanbul, Moscow, and Paris, with 9,787,426 inhabitants at the 2011 census.

This project aims at exploring possible venues in South East London to open a restaurant where are there is a high ethnic population. London is home to a mix of fine dining restaurants, eateries, coffee shops, pubs, street food markets etc. My client is aiming to open a restaurant that caters to Asian and African population in the South East of London. But there are various stages of investigation to zero in on the right area to open a new one according to the current market trends and the possibility of attracting customers. Hence to get a thorough understanding of the venues the following steps will be implemented:

* Explore the South East Area of London to obtain the list of regions with a higher concentration of ethnic population such as Asians and Africans.
* Obtain the required data from various data sources and extract the necessary information required for this project.
* Collect and collate data regarding the different ethnic groups living in South East London.
* Collect data regarding the list of available restaurants and other eateries in the chosen areas which gives a clear picture of the possibility of opening a new one and an insight into the current market trends.
* Group the collected data into different categories by using different data science methodologies and analyse the best possible venue to open a new restaurant which will cater to the ethnic population.

**Data Section:**

The following data will be required for this project:

1. The geographic divisions of London along with the area postcodes, borough detail etc.
2. Data for this project will be obtained from regions are that are within the London Post Code area.The London Area consists of 32 Boroughs and we will retrieve data from the link - [**Greater London Area**](https://en.wikipedia.org/wiki/List_of_areas_of_London) [https://en.wikipedia.org/wiki/List\_of\_areas\_of\_London](https://en.wikipedia.org/wiki/List_of_areas_of_London%20)
3. The retrieved data will then be scrapped and only necessary information will be retained for data processing.
4. The obtained will be further processed to obtain details of ethnicity, adjacent eateries etc.
5. Foursquare API will be used to retrieve information regarding the additional venues of the chosen area to open a new restaurant.
6. After the data collection we can run k-means clustering to cluster the potential regions of interest and visualize them on choropleth maps.