

Capstone Project - The Battle of Neighborhoods

Introduction / Business Problem

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Business Problem Introduction

Over the years UK households have been increasing their proportion of vegetarian meals, with over quarter of evening meals in the first half of 2019 containing no meat or fish. This has been reflected in supermarkets dairy and produce lines (e.g. fruit and vegetables) which have seen the greatest growth in sales in recent months (1).

This trend has also been noticed by restaurants with many restaurants introducing vegetarian and vegan menus or adding specialist dishes to their current offering. An example of this is Pizza Express who recently introduced a vegan menu (2). Some food merchants have experienced such high demand they have began opening specialist stores. For example, Pret A Manger has recently opened four vegetarian specialist stores in London and Manchester (3).

With top range vegetarian restaurants up by 50% since 2007 it is likely this trend will continue. So with this business opportunity and increasing competition where is the best place to put a high end vegetarian restaurant in London?

Audience

The audience for this problem are entrepreneurs/ restaurateurs looking to open a vegetarian themed restaurant in London. As described above the growing trend for people to consume less meat means there is a prime business opportunity to open a vegetarian / vegan restaurant.

Using the Foursquare API

For this project the FourSquare API will be used to determine the location of vegetarian and vegan restaurants in comparison to sites where there is a high concentration of restaurants or entertainment areas. By doing this we can spot areas where there is likely to be high footfall and less competition.

References:

- 1) <https://www.bbc.co.uk/news/uk-42973870>
- 2) <https://www.pizzaexpress.com/vegan-choices>
- 3) <https://www.pret.co.uk/en-gb/veggie-pret>

Data

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How data will help us to solve this business problem

This project will mainly involve just using Foursquare data. This is because the FourSquare data provides us with key information about different areas. Examples of this can be seen below.

Using Foursquare data will allow us to:

- Locate the positions of current vegetarian / vegan restaurants in London.

- Compare the locations of these vegetarian / vegan restaurants in comparison to other London restaurants
- Locate areas in London where there is likely to be high footfall e.g. theatres, cinemas or shopping centers
- Locate areas in London of high competition and areas where there is not

Combining the points above will allow us to identify key areas where there is likely to be high footfall and areas where vegetarians / vegans are being under served. Hence finding the best location to open a new vegetarian / vegan restaurant in London.

However it must be noted to be able to start this analysis a data source which contains the postcodes, areas, longitudes and latitudes in London is needed.

For this analysis the following source will be used: <https://www.freemaptools.com/download-uk-postcode-lat-lng.htm>

For the longitude and latitude of London the following reference will be used: <https://www.latlong.net/place/london-uk-14153.html>.