

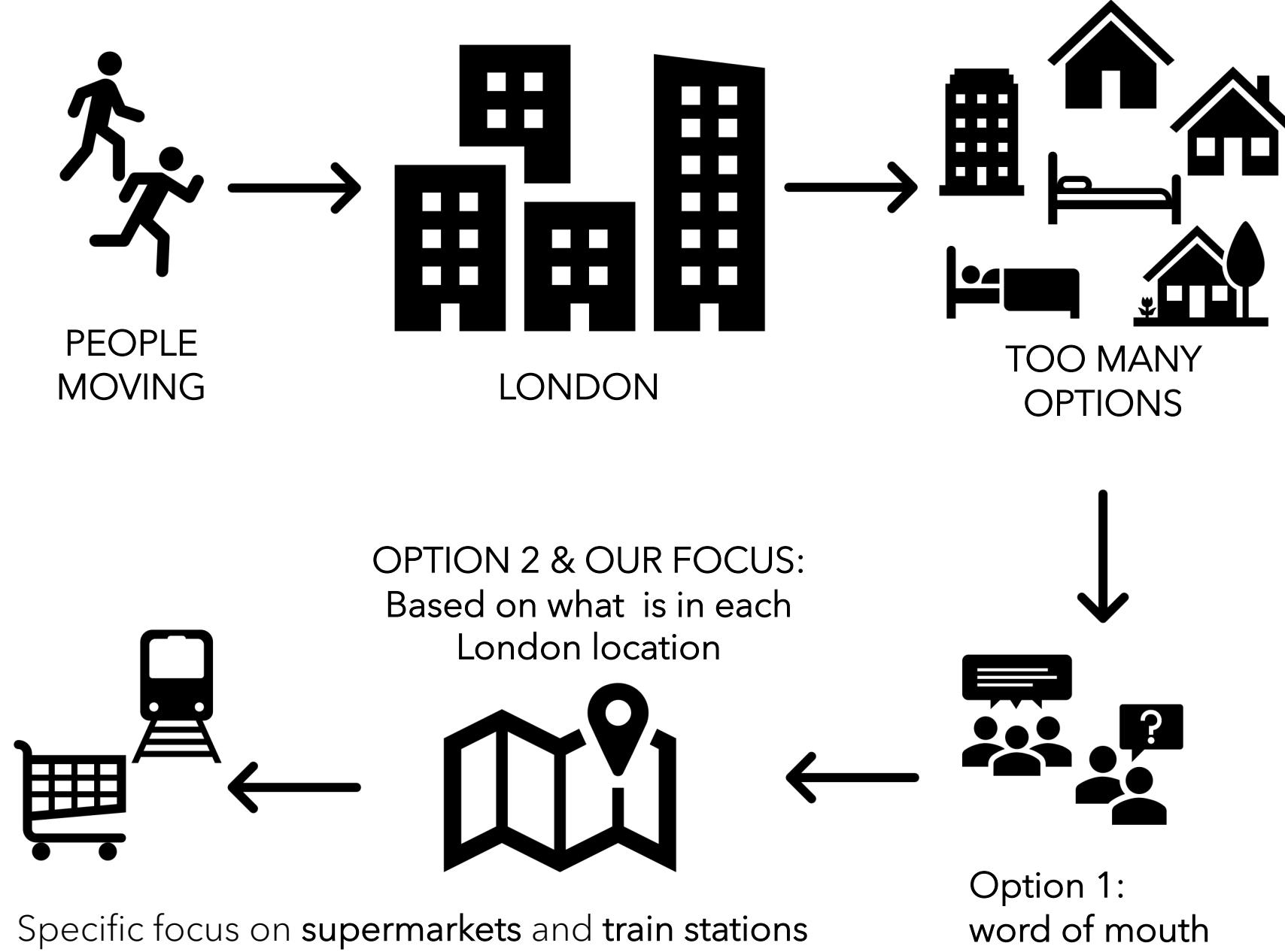


# LIVING IN LONDON

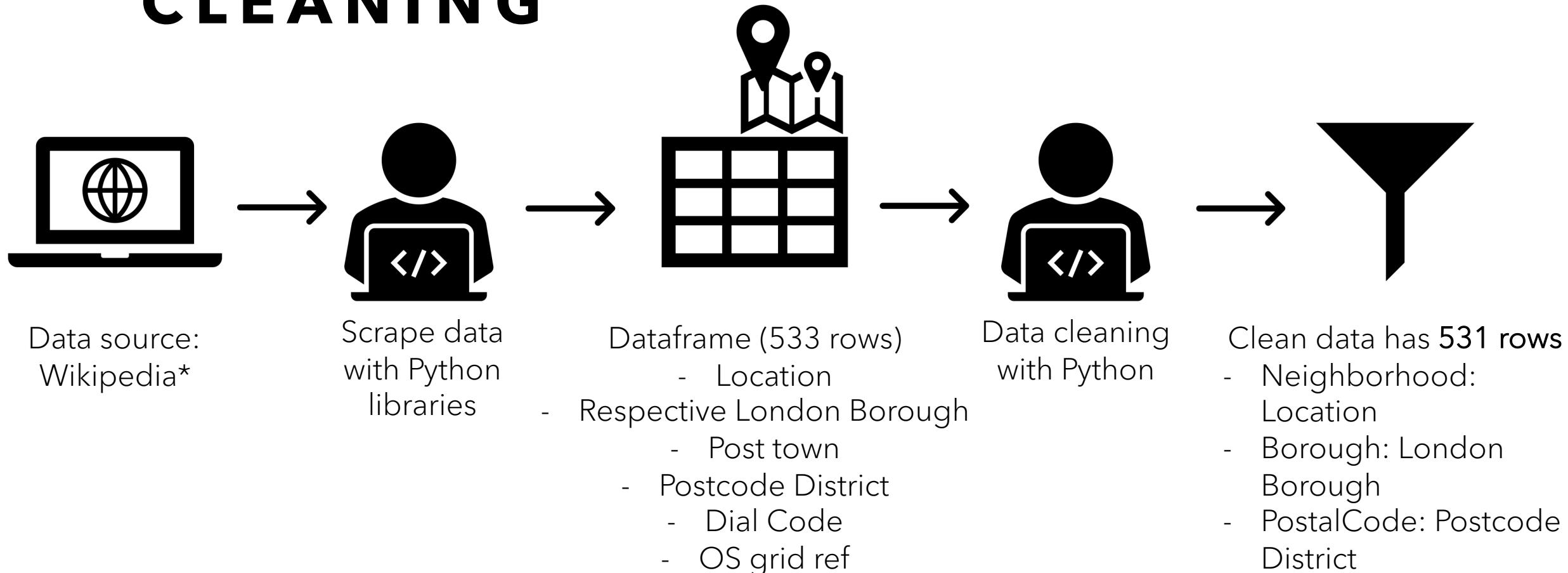
FOR THE EVERYDAY PERSON

MATTHEW CHI SIANG WONG 12/07/2020

**"I'M MOVING  
TO LONDON  
BUT WHERE  
SHOULD I  
STAY?"**



# DATA ACQUISITION AND CLEANING



\* Data source: [https://en.wikipedia.org/wiki/List\\_of\\_areas\\_of\\_London](https://en.wikipedia.org/wiki/List_of_areas_of_London)

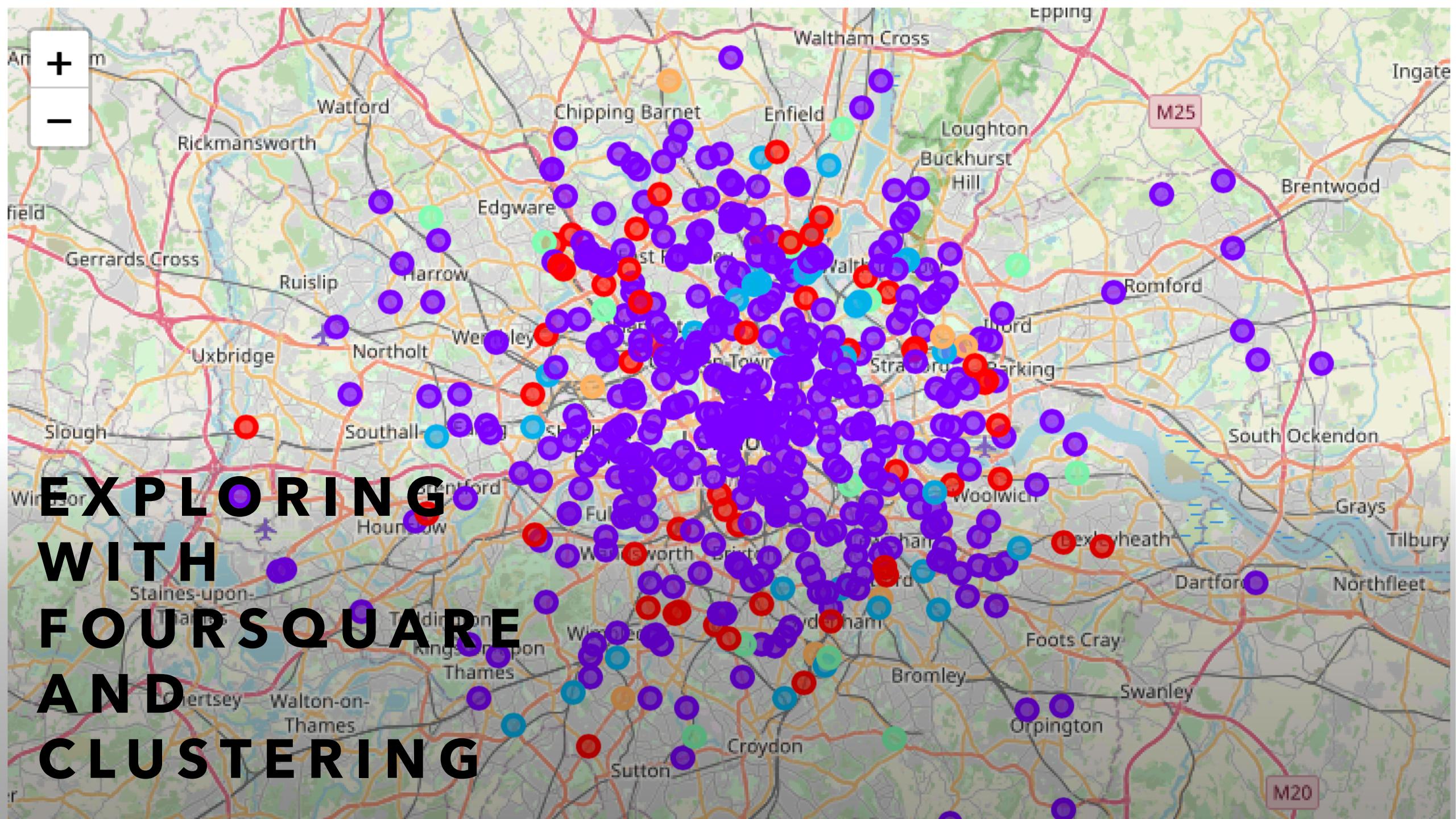
# EXPLORING INITIAL LOCATIONS



- We used the geopy library to get the latitude and longitude coordinates of London.
- A map was then created with folium and was added with markers of the coordinates from the original dataset.
- The blue markers show all the different coordinates that are considered part of London.



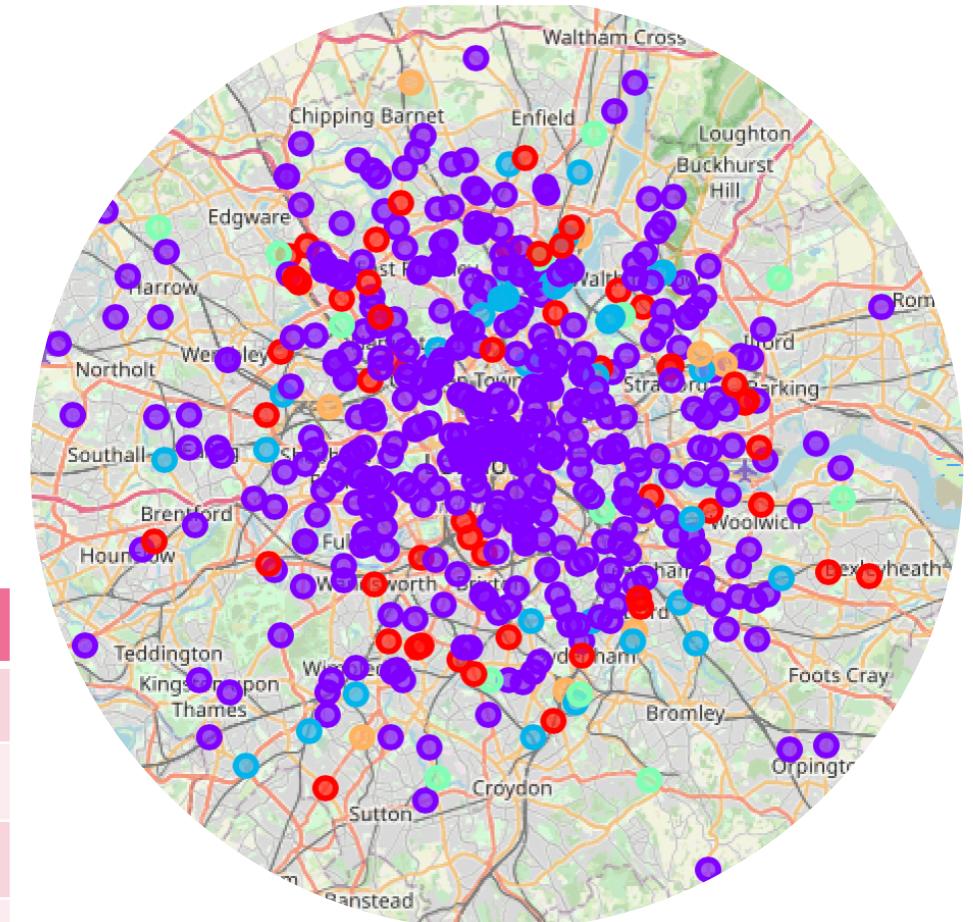
# EXPLORING WITH FOURSQUARE AND CLUSTERING



# RESULTS (5 CLUSTERS)

- Purple cluster (cluster 1) is the biggest.  
Following up would be the red (cluster 0),  
blue (cluster 2), green (cluster 3) and  
orange (cluster 4).
- Compilation of results.

| Clusters | Size | Supermarkets | Train Station |
|----------|------|--------------|---------------|
| 0        | 57   | 0.09         | 0.00          |
| 1        | 411  | 0.01         | 0.00          |
| 2        | 38   | 0.02         | 0.09          |
| 3        | 15   | 0.27         | 0.03          |
| 4        | 8    | 0.00         | 0.25          |



# RESULTS

- Cluster 3 is the best for supermarkets (and overall as well) and train stations are most present in cluster 4.
- Cluster 3 includes locations like Croydon, Edgware, etc.

# BENEFITS

- **What's best:** Use this to make a more informed decision on where should we consider staying in. The chances of finding a place to stay with accessibility to supermarkets or train stations in cluster 3 are relatively high. However, if we wanted to stay in a place that has more accessibility to train stations, cluster 4 would be a better pick.
- **What's worst:** Locations we should avoid, a few of the locations furthest away from the city have the little supermarkets or train stations.
- **What's in-between:** Consider places in cluster 2, that have lesser supermarkets or train stations nearby but is mostly in Central London. A person who stays and works directly in the city might have other considerations that are more important.
- *This model can be adapted to individual users' preference.*

# LIMITATION & POSSIBILITIES

- Selection of information which is based on supermarkets and train stations only. It does not mean that central London does not have supermarkets or train stations, the concentration of other venues are just a lot higher in Central London.
- Another factor to consider is rent and the persons spending ability. The question being "*how much would a person pay based on the availability of other nearby venues?*"

# CONCLUSION

- The answer for the initial question of where to stay/consider when moving to London is to consider locations in cluster 3.
- Now know to avoid certain locations from cluster 1 and could possibly consider cluster 2.
- Recommendation assumes that supermarkets and train stations are the main priority.
- This methodology can be adapted to consider other venues like cafes, shopping centres, etc. It really depends on the user's demands.