**England** is a [country](https://en.wikipedia.org/wiki/Country) that is [part](https://en.wikipedia.org/wiki/Countries_of_the_United_Kingdom) of the [United Kingdom](https://en.wikipedia.org/wiki/United_Kingdom).[[5]](https://en.wikipedia.org/wiki/England#cite_note-5)[[6]](https://en.wikipedia.org/wiki/England#cite_note-6)[[7]](https://en.wikipedia.org/wiki/England#cite_note-7) It shares land borders with [Wales](https://en.wikipedia.org/wiki/Wales) to the west and [Scotland](https://en.wikipedia.org/wiki/Scotland) to the north-northwest. The country covers five-eighths of the island of [Great Britain](https://en.wikipedia.org/wiki/Great_Britain), which lies in the [North Atlantic](https://en.wikipedia.org/wiki/Atlantic_Ocean#Northern_Atlantic), and includes [over 100 smaller islands](https://en.wikipedia.org/wiki/List_of_islands_of_England), such as the [Isles of Scilly](https://en.wikipedia.org/wiki/Isles_of_Scilly) and the [Isle of Wight](https://en.wikipedia.org/wiki/Isle_of_Wight).

**London** is the [capital](https://en.wikipedia.org/wiki/Capital_city) and largest city of both [England](https://en.wikipedia.org/wiki/England) and the [United Kingdom](https://en.wikipedia.org/wiki/United_Kingdom). London is considered to be one of the world's most important [global cities](https://en.wikipedia.org/wiki/Global_city) and has been termed the world's most powerful, most desirable, most influential, most visited, most expensive, innovative, sustainable, most investment friendly, most popular for work, and the most vegetarian friendly city in the world. London exerts a considerable impact upon the arts, commerce, education, entertainment, fashion, finance, healthcare, media, professional services, research and development, tourism and transportation. London ranks 26 out of 300 major cities for economic performance. It is the most-visited city as measured by international arrivals and has the busiest [city airport system](https://en.wikipedia.org/wiki/List_of_busiest_city_airport_systems_by_passenger_traffic) as measured by passenger traffic. It is the leading [investment](https://en.wikipedia.org/wiki/Foreign_direct_investment) destination, hosting more [international retailers](https://en.wikipedia.org/wiki/Retail#Global_top_ten_retailers) and [ultra high-net-worth individuals](https://en.wikipedia.org/wiki/Ultra_high-net-worth_individual" \o "Ultra high-net-worth individual) than any other city. In [2012](https://en.wikipedia.org/wiki/2012_Summer_Olympics), London became the first city to have hosted three modern [Summer Olympic Games](https://en.wikipedia.org/wiki/Summer_Olympic_Games). London has a diverse range of people and cultures, and more than 300 languages are spoken in the region. Its estimated mid-2016 municipal population (corresponding to [Greater London](https://en.wikipedia.org/wiki/Greater_London)) was 8,787,892, the most populous of any [city in the European Union](https://en.wikipedia.org/wiki/List_of_cities_in_the_European_Union_by_population_within_city_limits) and accounting for 13.4% of the UK population. [London's urban area](https://en.wikipedia.org/wiki/Greater_London_Built-up_Area) is the second [most populous in the EU](https://en.wikipedia.org/wiki/List_of_urban_areas_in_the_European_Union), after Paris, with 9,787,426 inhabitants at the 2011 census.

**Objective**

In this project, we will study in detail the area classification using Foursquare data and machine learning segmentation and clustering. The aim of this project is to segment areas in London based on the most common Locations captured from Foursquare. Using segmentation and clustering, we hope we can determine the area located inside the city whether it is residential, tourism places, or others

**Target Audience**

Through this project we are expecting following people to benefit out of the findings.  
• Tourist.  
• People migrating city for work.  
• Business person looking for new location to start office etc.  
• Restaurants to finalise menu based on the type or people, their likings based on feedbacks etc.  
• And many more.