Capstone Project: Business expansion

Opening a new store in South London

# Introduction

There is a successful business operating in Bristol, who want to open another branch in South London. The business currently has a branch in the Bedminster neighbourhood of Bristol, and wants to find a similar neighbourhood in London to open a store in. The business has already decided that south London (SW and SE postal codes) are the optimum overall area to base themselves but need to refine the exact neighbourhood to expand into.

The business believes that the type of people who frequent other highly rated venues in the Bedminster area are the key customers who make their business successful, therefore they are interested in finding a neighbourhood in South London which is similar to Bedminster in terms of the types of venues which are frequent and popular in that area.

# Data Requirements

The data which will be required to solve this problem includes:

* Foursquare data about “nearby venues” in Bedminster
* A list of SW and SE postcodes
* Latitude and longitude data for the SE and SW postcodes
* Foursquare data about “nearby venues” around the centre of each of the SE and SW postcodes

The list of SE and SW postcodes will be used to make a dataframe of the names of the neighbourhoods associated with each postcode, and the latitude and longitude data will be summarised and used to find a centrepoint for each of the postcodes. Using Foursquare data, a profile will then be created for each of the South London postcodes.

This data will be used to create a profile of Bedminster, using Foursquare data, which will then be compared to the South London neighbourhoods. From this, a similarity score will be generated to determine which of the South London neighbourhoods is most similar to Bedminster.

# References

List of postcodes

<https://www.doogal.co.uk/london_postcodes.php>

Latitude and longitude data for London postcodes

<https://data.london.gov.uk/dataset/postcode-directory-for-london>