EXPLORING LONDON CITY VENUES

NICOLA CROON

BACKGROUND

DESTINATION OF THE ANALYSIS

LONDON CITY

AREA DIMENSION

1569 KM^2

TOTAL WARDS

25

DATA – CSV FILE

https://www.doogal.co.uk/AdministrativeAreas.php?district=E09000001

PROBLEM AND METHODOLOGY

METHODOLOGY

FOURSQUARE API TO GET VENUES OF THE WARDS

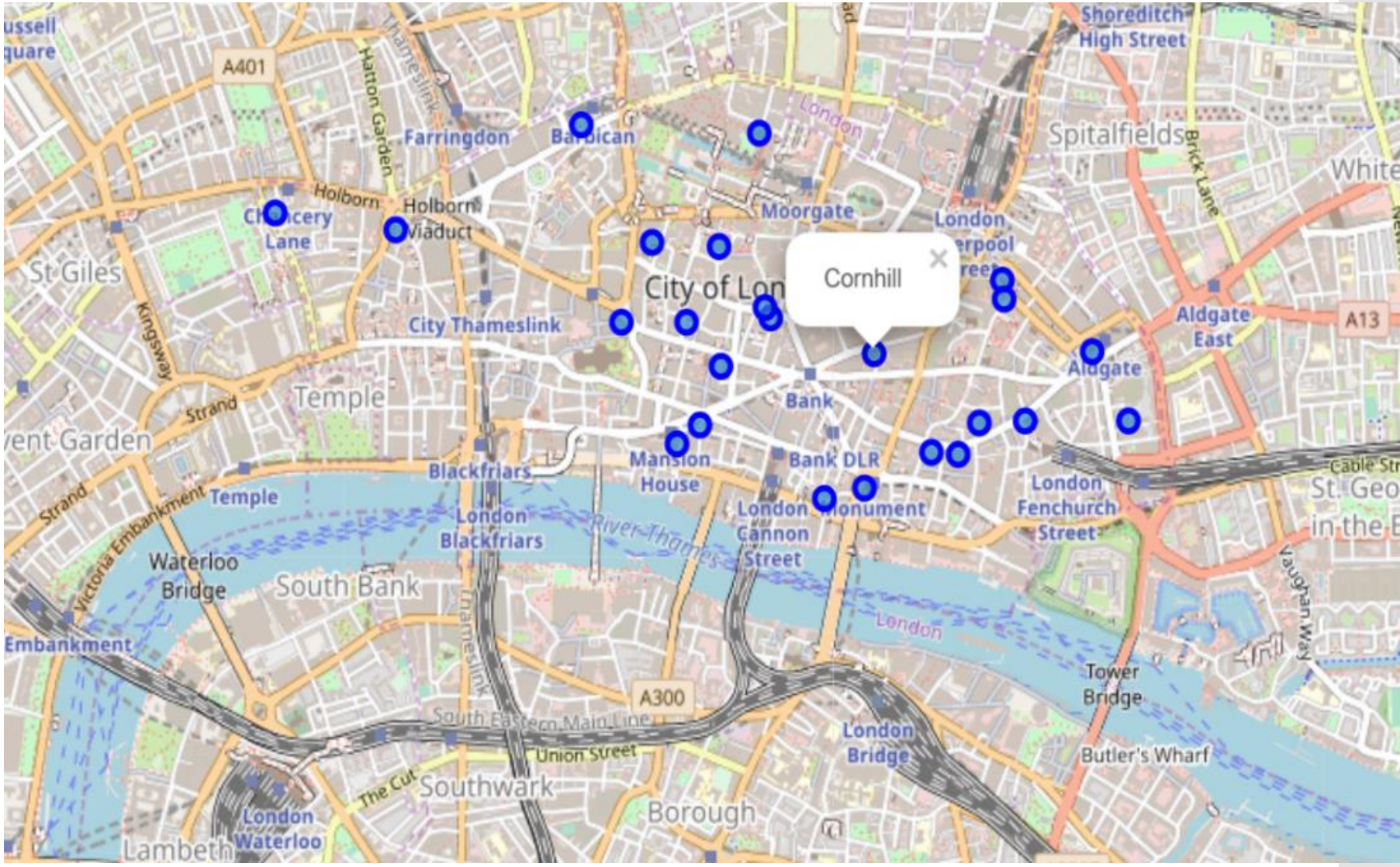
PROBLEM

IS IT CONVENIENT TO OPEN A PIZZA PLACE IN LONDON CITY?

METRIC OF DECISION

CONCENTRATION OF COMPETITION OF PIZZA PLACES AND ITALIAN RESTAURANTS IN EACH WARD

EXPLORATORY DATA ANALYSIS



EXPLORATORY DATA ANALYSIS

SOME INSIGHTS

- NUMBER OF PIZZA PLACES NOT SO HIGH
- HIGH NUMBER OF ITALIAN RESTAURANTS
- HIGHEST NUMBER OF COFEE SHOPS

MODELING AND METHODOLOGY

FOURSQUARE API

TO COLLECT THE VENUES

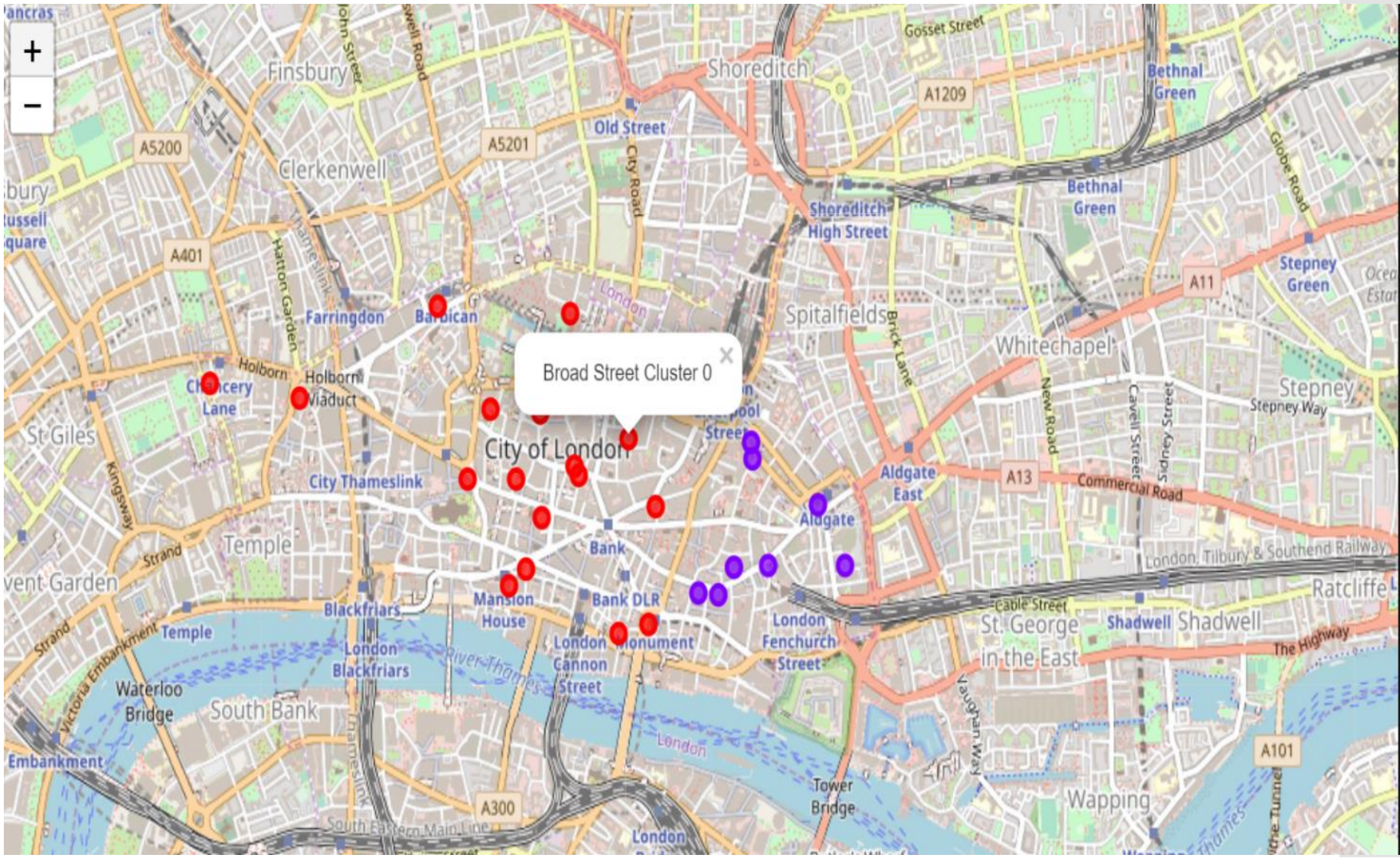
UNSUPERVISED LEARNING METHOD

- K-MEANS CLUSTERING
- GOAL TO FIND THE MOST SUITABLE CLUSTER – THE ONE WITH THE HIGHEST CONCENTRATION OF COMPETITORS
- THREE CLUSTERS BECAUSE OF THE DIMENSION OF THE AREA

PLOTS

FOLIUM - FOR GEORAPHICAL PLOTS

RESULTS


Broad Street Cluster 0
City of London
Finsbury
Clerkenwell
Shoreditch
Spitalfields
Whitechapel
Stepney
Bethnal Green
Farringdon
Barbican
Holborn
Holborn Viaduct
Chancery Lane
City Thameslink
Temple
Bank
Mansion House
Bank DLR
Monument
Blackfriars
London Blackfriars
Waterloo Bridge
South Bank
London Cannon Street
London Fenchurch Street
Aldgate
Aldgate East
Tower Bridge
Wapping
Shadwell
St. George in the East
Ratcliffe
Old Street
Shoreditch High Street
Stepney Green
Commercial Road
A1209
A5200
A5201
A401
A11
A13
A300
A101

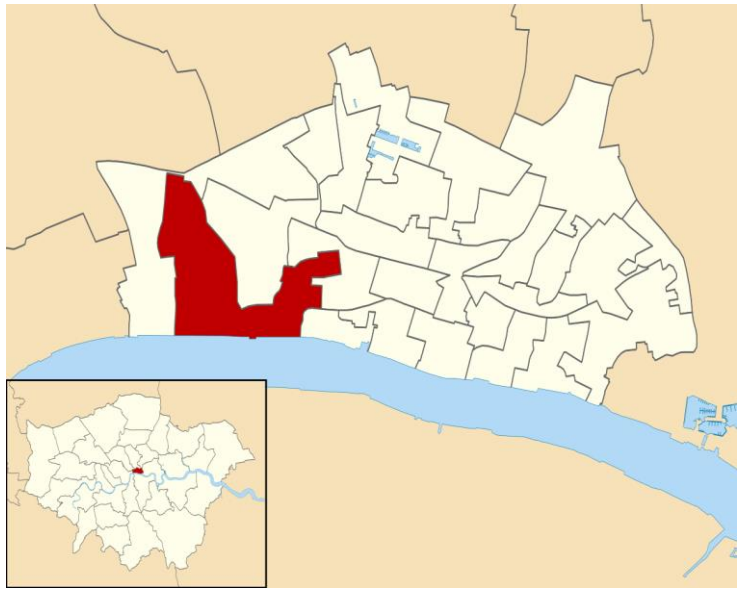
RESULTS

WHICH ONE

MOST SUITABLE CLUSTER IS CLUSTER NUMBER ZERO

WHY

HIGH CONCENTRATION OF ITALIAN RESTAURANTS AND PIZZA PLACES



CONCLUSIONS

SELECTED WARDS:

VINTRY

BREAD STREET

QUEENHITHE

WALBROOK

CORDWAINER

COLEMAN STREET

ALDERSGATE

BASSISHAW

CHEAP