The Wine Cellar

## Project Requirements and Specifications

My client is an independent Wine Shop offering an interesting portfolio with a wide range of quality and rare products and serving both to particulars and the on trade (restaurants, pubs, hotels, etc)

They have presence in Madrid and now want to expand to London, UK, but wonder where will be the best location to make business.

A logical and initial requirement is be to be set up in a commercial area in which there is a reasonable amount of pedestrians walking around and/or in a location in which many people come by to do shopping, but they are not interested to do so in a mall, they want street visibility and that sense of independency and identity.

Also, given the nature of their business, there is a need to have a certain amount of possible on trade locals nearby with which they can begin building a name in the city as a hospitality supplier.

Another requirement is that the location has to have a *good to high* economic level, as their portfolio is *mid to high* range, therefore needs customers with a healthy economy to be able to purchase it with certain frequency.

There is an extra requirement the client would like to address at some point: being able to target their portfolio to the possible customers, this may be left for a second phase (another independent project) as will be dependent on the time constrains and the difficulty for getting to the main answer required: Which are the recommended location/s .

**Data source**

To begin the project we have found a source with boroughs, neighborhoods and designation of what is an “inner” and an “outer” area within London.

<https://en.wikipedia.org/wiki/London_boroughs>

This information is a great find and will be very advantageous for being to establish which neighborhoods we may want to discard, as we know the client has an interest to be located centrally. This way we can work with a more targeted dataset, making inquiries and classification tasks easier.

We will then need to find a source for postcodes that we can and use it to join to the above data frame, initially using borough as common column.

Once the above data is obtained and processed (cleaned and structured as necessary), we will proceed to run the Geolocator to add Longitudes/Latitudes to the dataframe, unless we are able to find a source containing this data already associated with the boroughs, in which case we will join it.

Last but not least, the Foursquare API will be used to run a series of queries to study the different neighborhoods based on our client´s requirements to be able to provide the answers.

We will come back to this section once data wrangling and analysis has been done, to explain step by step how all the above has been finally approached.