

## **Capstone Project – The Battle of Neighbourhoods (Part-1)**

### **Data Section:**

London is one of the most ethnically diverse cities in the world. At the 2017 census, London had a population of 8.9 million. Of this number, 44.9% are White British, 34% of the population were born outside the UK.

We will focus on the Boroughs of London, for our restaurant problem and we will work on getting the data from all the Boroughs. There are 32 London boroughs with a population around 150,000 to 300,000. To find the best location to start an Indian Restaurant we consider parameters for which we need datasets:

1. Population of the target customers of London based on their:
  - Ethnicity
  - Age
  - Employment Status
  - Gender
  - Income
2. We also need the data for existing licensed restaurants in each Borough, considering our competition factor.
3. At last, we will consider the domestic annual spend estimates and also the tourist levels.

All the above required information is available at London Datastore, which is an open data-sharing portal and is free also. In this portal anyone can access the information relating to the city. The data that is available in the Datastore is in CSV and XLS format.

The link for the London DataStore - <https://data.london.gov.uk/>

Along with the above datasets we will be also use FourSquare API to collect information on other venues/competitors in the neighbourhoods of London. You can query the FourSquare website for top locations in London. You can use the FourSquare API to get the supplemental geographical data. We can use FourSquare API to get list of similar restaurants in the location that we selected to get an overview of competition in the chosen area.