The Battle of the Neighborhoods (Pt. 1)

Data Section:

London is considered one of the world's most important financial centers and is the most populated city in the United Kingdom. It is also considered one of the most ethically diverse cities in the world. As of 2019, it houses more than 8 million inhabitants, who speak more than 300 languages.

Over the past seven years, the rapid growth rate in London is mainly due to their expanded urbanization. Females make up around 52% of the city's population and the standard age of London residents is around 40 years.

London is a multi-racial city. Comprised of 44% White-British, 2% Irish White and 12% White from different parts of the globe. Asians make up 21% of the population. The demography of London is analyzed by the Office for National Statistic (United Kingdom) and produces the data for each of the Greater London wards.

For our wine bar/restaurant problem, we will focus on the boroughs of London and obtain substantial data from each borough. There are 32 London boroughs.

To solve our problem for finding the best location to start a wine bar/restaurant in London, we need to obtain data based on the following parameters:

1. Population of target audience in all the boroughs based on:
    - Ethnicity
    - Age
    - Gender
    - Marital status
    - Employment status
    - Income

2. We also need data on the required floorspace and rent statistics for each borough.
3. For competition, we need to obtain data for all existing licensed wine bars/restaurants in each borough.
4. Lastly, we need to consider how many tourists each borough brings in every year along with their domestic annual spending.

All this information can be found on the London Datastore (https://data.london.gov.uk/). This is a free and open data-sharing portal where anyone can access data related to the city. It is mainly used to help people understand the city and develop solutions to London's problems. In addition to the London Datastore, we will also use the Foursquare location data to solve our problem.