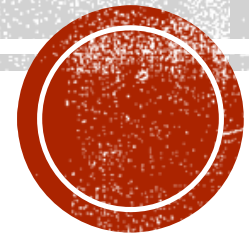


BATTLE OF NEIGHBORHOODS

Finding a good place to open a Persian restaurant.

Coursera Capstone Project



CHOOSING THE BEST LOCATION TO START A PERSIAN RESTAURANT IN LONDON?

- A newly opened Persian restaurant in Europe is receiving a lot of compliments and request to franchise and open other location in different big cities. The management is looking to expand their markets to England, Germany and France. The first target is England, and the city is chosen to be London. Now they want to know where would be the best location for such an investment.



THERE ARE FEW IMPORTANT FACTORS THAT NEED TO BE CONSIDERED IN ORDER TO GET THE BEST ANSWER:

- **Restaurant Style and Food**

- As we already know, the food is going to be traditional Persian food served in its own traditional way. The restaurant has created a very wide menu that everyone is happy with it and they are covering all kind of costumers.

- **Target Market**

- To open a persian restaurant in London, we need to know exactly who we are targeting as costumers. is this going to be only Persians, or we can count on all other culture and origins to be attracted to this type of food and bring a market into the venue.

- **Competitors**

- This is one is probably the most important one. We definitely dont want to open a venue in the same area that already has a well stablished venue in the same category. Also, there should be a study on what all other similar venues are doing for marketing and if it is working for them or not.

- **Location and Premises**

- There are many factors that will contribute to where you decide your premises to be. It can be challenging to find a venue that will factor in all of your conditions, so it is likely you will have to compromise on a few things. However, here are the main factors you should consider when finding premises for your new restaurant: • Location: How accessible is the location? Are there many competitors nearby? • Building type: What type of building would you like your restaurant to be in? • Target market: Make sure it is in an area where your target market is also. • Cost: Your ideal location may prove to be a little costly. Make sure that there is a realistic price point.



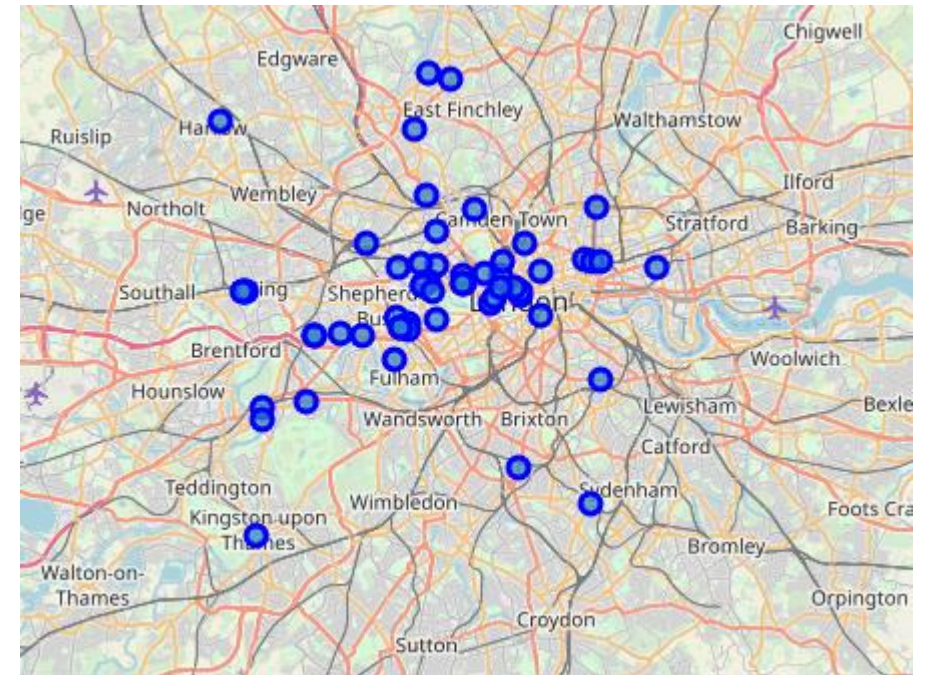
DATA SECTION

- London is one of the most ethnically diverse cities in the world. At the 2011 census, London population was 8,173,941, which had the following distribution:
- 44.9% were born in England and were British.
- 37% of the population were born outside the UK, including 24.5% born outside of Europe.
- The office for National Statistic provides data for each neighborhoods or boroughs. London has 32 main boroughs. For our restaurant problem, we will focus on the Boroughs of London and work on getting the data from all the Boroughs. There are 32 London Boroughs with a population of around 150,000 to 300,000. To solve our problem of finding a best location to start a Persian restaurant in London, we need to datasets based on various parameters such as :
 - **1. Population of target audience in all the boroughs of London based on their :**
 - **2. Data of extsing Persian and all Other Restaurants in each borough.**
 - **3. Data about Annual Income and Spend Rate, and also Tourism in Each of the Broughs**
- All data required and mentioned above are available in the London dataset, in XLS and CSV format, and is accessible for free to everyone. The link for the London Data - <https://data.london.gov.uk/> We will also use Foursquare Data for solving this problem.



EXISTING PERSIAN RESTAURANTS IN LONDON

- Using foursquare data, there are total of 64 Persian themed restaurants in London and are distributed as shown on this map:



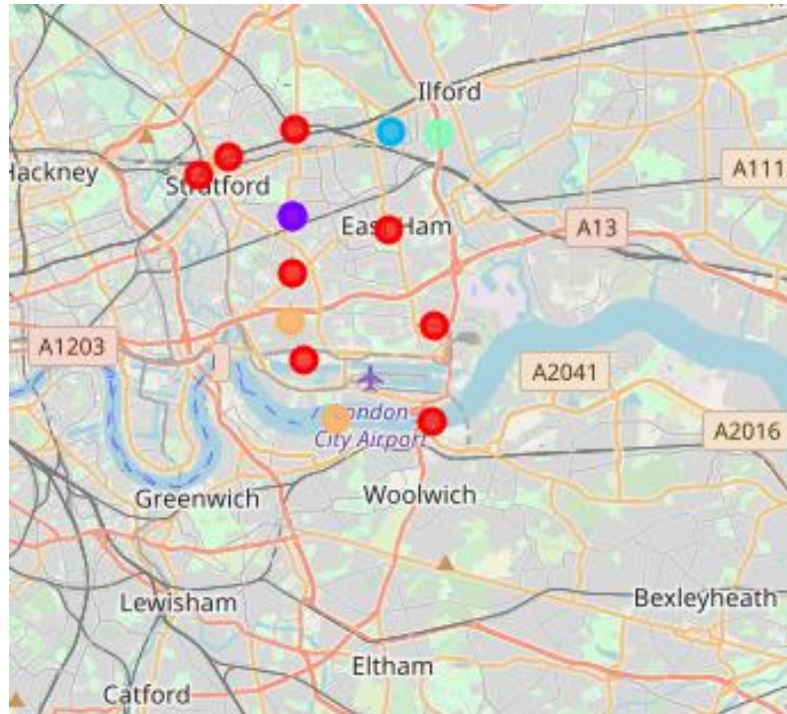
CHECK ETHNICITY BY BOROUGH

- As the locals can be the major part of the costumers, it is good to know which areas are having more immigrants/ethnicities from Asian countries.

As the Newham borough is having highest asian population, we will consider this borough as our preferred location for our asian restuarant.



LET'S CREATE AND VISUALIZE THE CLUSTERS



EXAMINE THE CLUSTERS

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CONCLUSION

- **now that we have examined the 5 clusters, it can be recommended that Beckton, Costume House, Maryland, Eastham and Manor Park are best options to open a Persian restaurant (as they have the most asian population). also in these areas, hotels are used highly and this there would be higher tourist attention to the restaurants**

