

Business Problem

This project primarily deals with exploration and segmentation of neighborhoods in the city of London, United Kingdom.

I'm targeting investors and/or potential individual owners who are looking to invest in a restaurant business.

By means of this project, I'll be focusing on aspects such as property price, population density and cuisine to facilitate the decision making process of our customer.

Using various data sources from the internet and by exploiting the location data facility of the foursquare API, I'll begin by helping the customer narrow down his search for an appropriate location by considering the boroughs of London and discriminating on the basis of average property price and population density.

Once I have finalized the borough, I'll explore its neighborhoods using the foursquare API to provide insights into what type of cuisine the residents typically enjoy, using which, I'll cluster the neighborhoods into different categories. Our customer can then refer to these clusters which might help him decide what type of cuisine they would want their restaurant to serve and in which neighborhood they'd like to establish their business.