**Capstone Project - The Battle of Neighborhoods (Week 1)**

**Find the best location to open a Multi-Cuisine Restaurant in London Area**

**1. Introduction**

**1.1 Background**

The aim of this artefact is to propose find the best possible location or a spot to begin a new restaurant business in the London city by exploring several top areas around the city. Selecting the right location for a business is one of the first and very important decisions in running a business. Starting a new business in a metropolitan city such as London can be challenging. London has over 150 areas within a total of 30 plus boroughs with various places that attract tourists and people to visit. The zones and neighborhoods of London are different in terms of different factors that can directly affect the success chance of business.

**1.2 Problem**

It is important to evaluate different neighborhoods based on the factors that are important for running a successful business such as the number of competitor restaurants, footprint, vicinity of a food center, recreation & office spaces and the potential demand in that neighborhood. The challenge is to find a suitable neighborhood which is close enough to some amenities and venues, has fewer competitors, also being affordable. Budget plays a critical role in renting or buying a place to make decisions in rounding off a location decision for a small - medium scale businesses. Hence, we need the right data set and the right approach to predict the best venue. Since the London demography is so big, my client needs deeper insight from available data in other to decide where to establish the restaurant.

**1.3 Interest**

This project will be very useful for any startups or an individual who wants to start a Small to Medium scale business in one of the most expensive and busiest cities in the world. The target audience is broad, it ranges from Londoners, foreign tourists and those who are passionate about spicy food.

### 2. Data

### 2.1 Data source / Data requirement

This project will rely mainly on public data from Wikipedia and Foursquare data.

### 2.1.1 Dataset 1 - Greater London area neighborhood

Within the Greater London Area, there are areas that are within the London Area Postcode. The focus of this project will be the neighborhoods are that are within the London Post Code area.

The London Area consists of 32 Boroughs and the "City of London". Our data will be from the link - Greater London Area <https://en.wikipedia.org/wiki/List_of_areas_of_London>.

### 2.1.2 Dataset 2 - Foursquare data for exploring venues

The Foursquare API will be used to obtain the London Area venues especially using case by case analysis considering more than 1 neighborhood for the geographical location data. These will be used to explore the neighborhoods of London accordingly.

The venues within the neighborhoods of South East London like the area’s restaurants and proximity to amenities would be correlated. Also, accessibility and ease of supplies would be considered as it relates to venues.

To use the Foursquare API, we define the Foursquare Credentials and Version.