

# **Coursera Capstone Project - London Freelance Office Location**

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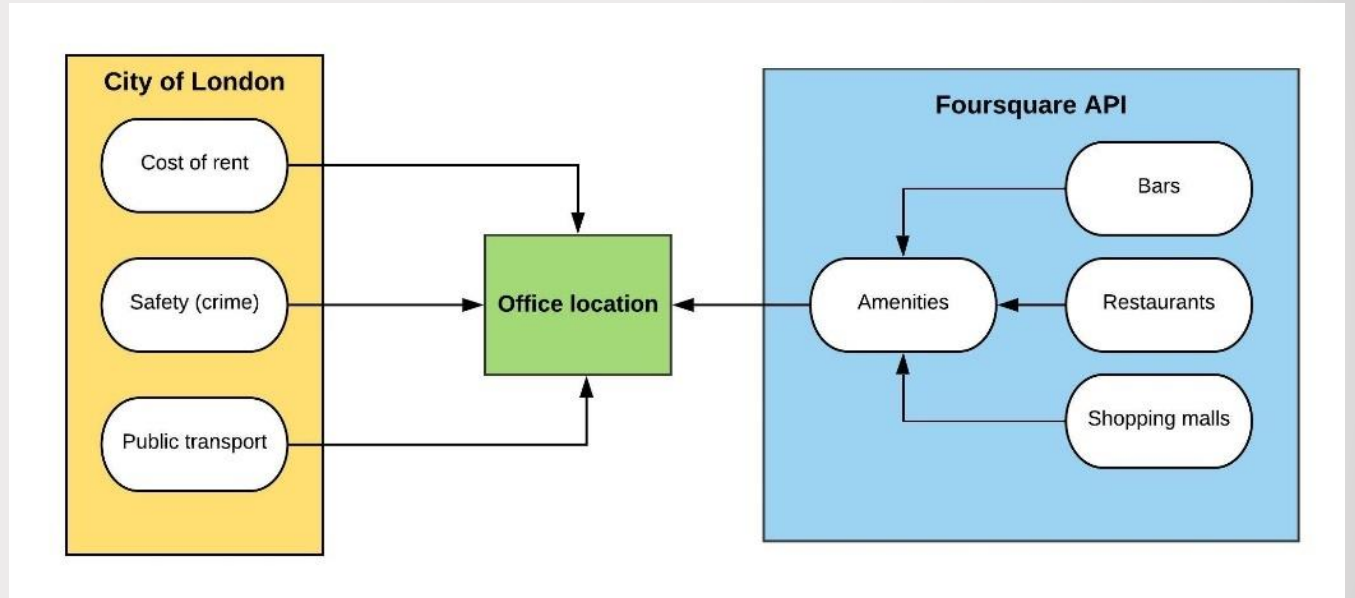
Date: 16/01/2020

# Problem

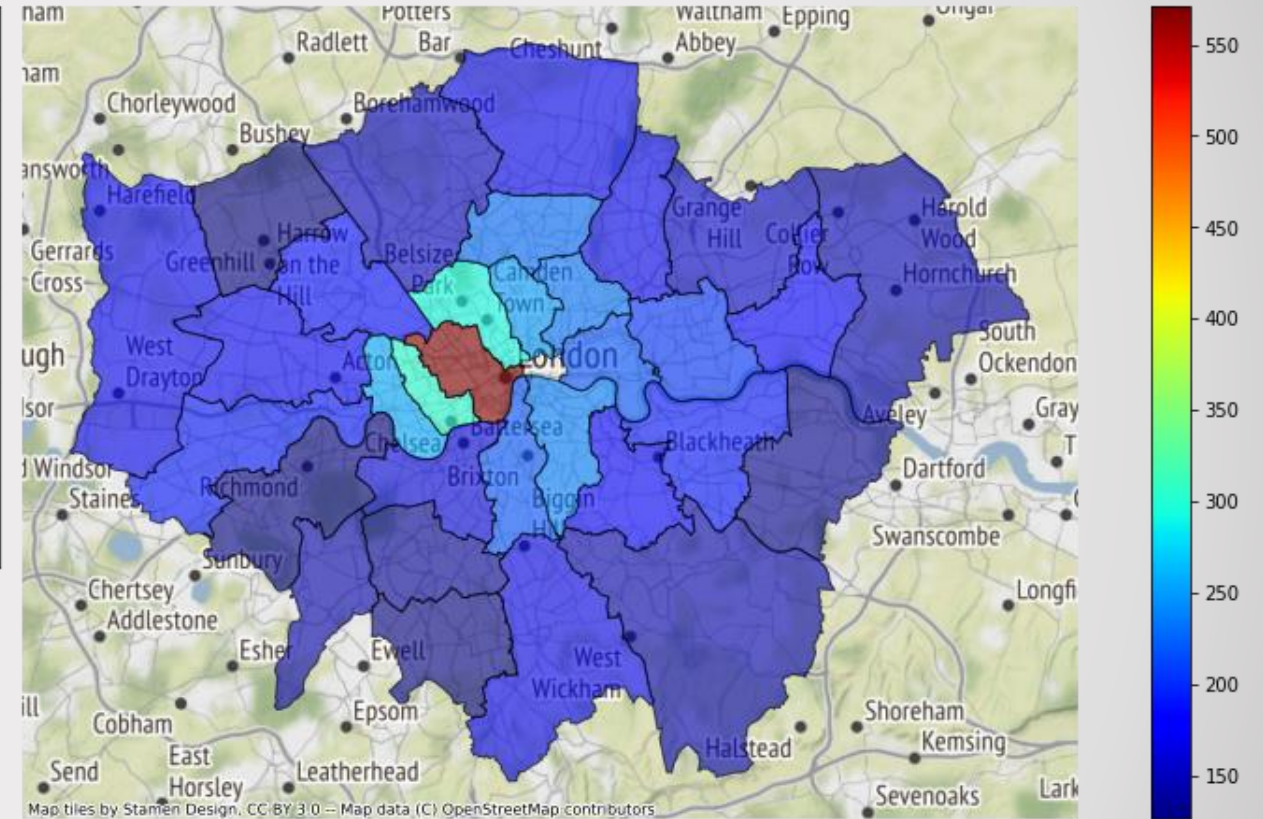
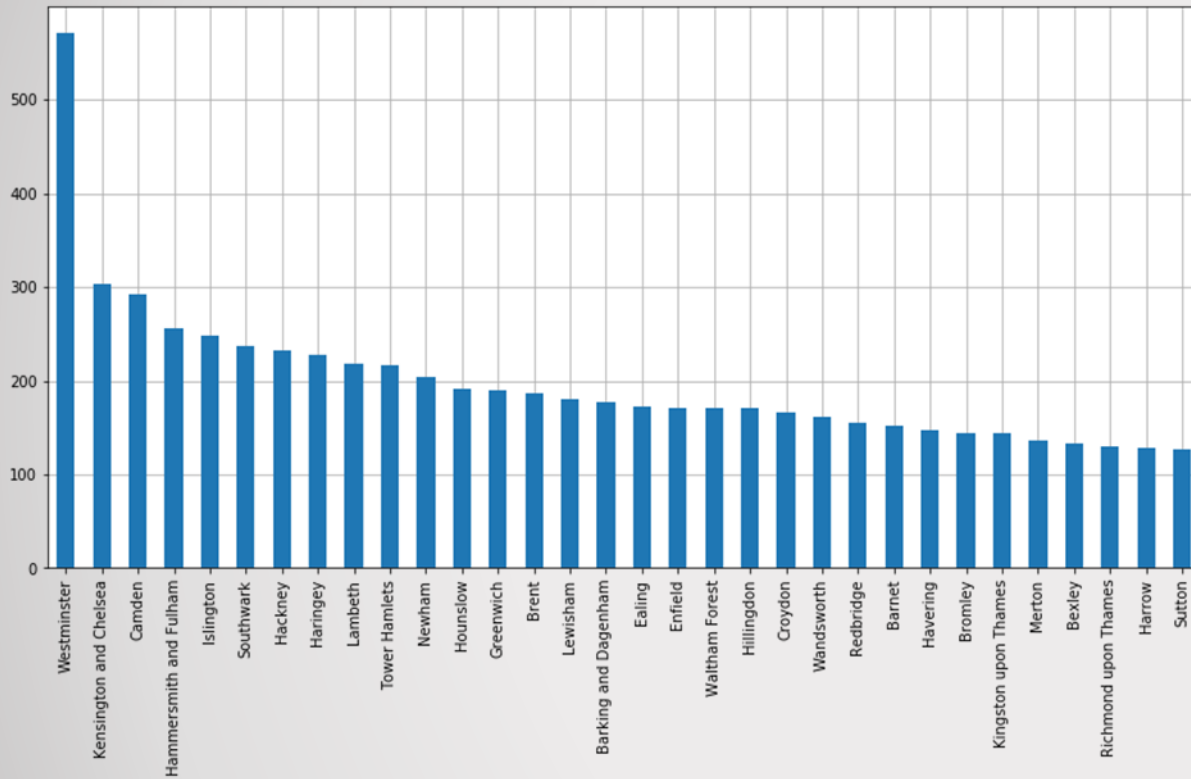
- Finding an optimal location for a freelancer/contractor with the following assumptions:
  - Moves alone or with a partner (no children, one-bedroom apartment)
  - Works remotely or has a parent company very close (distance to company is not relevant)
  - Want to rent a flat/house (not to buy)
  - Does not want to commute much for shopping
  - Prefers eating out to cooking at home
  - Does not want to overpay for a place (cost-aware person)

# Decision criteria

- Three main decision criteria:
  - Safety
  - Costs of living
  - Attractiveness
- Two main data sources:
  - City of London
  - Foursquare API



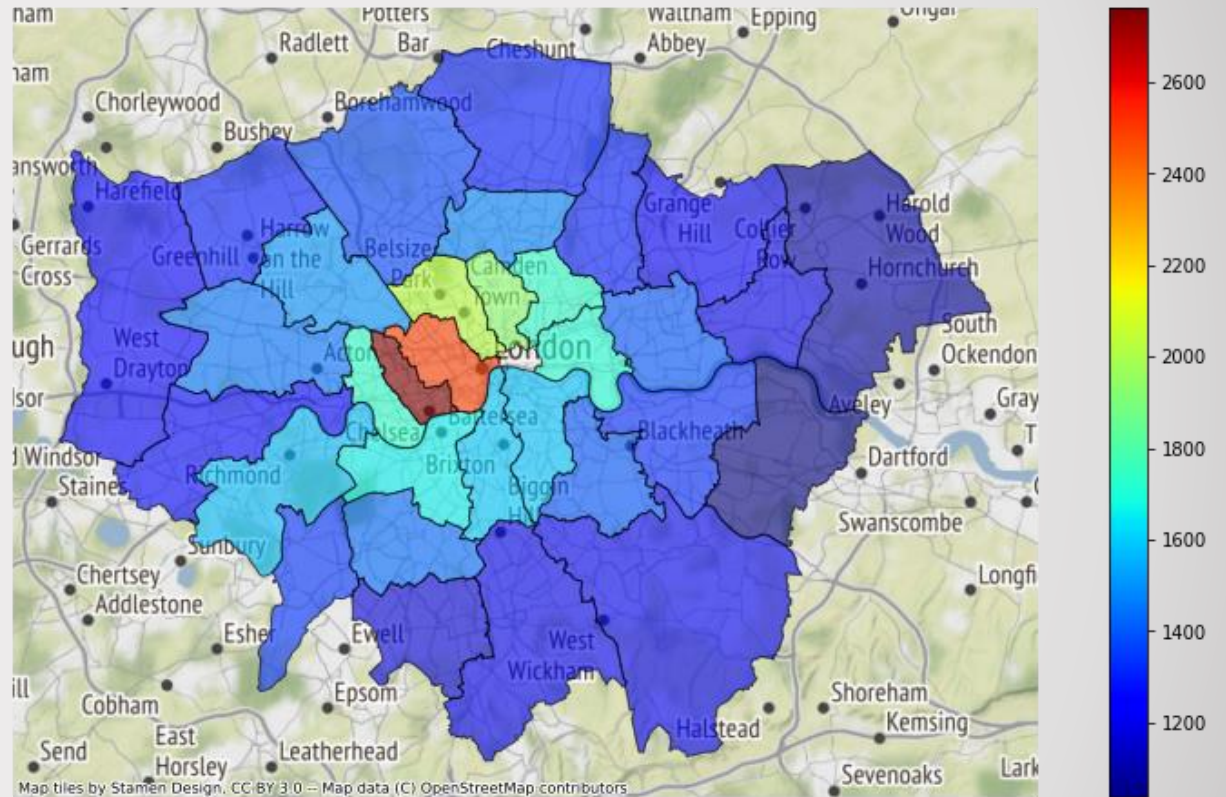
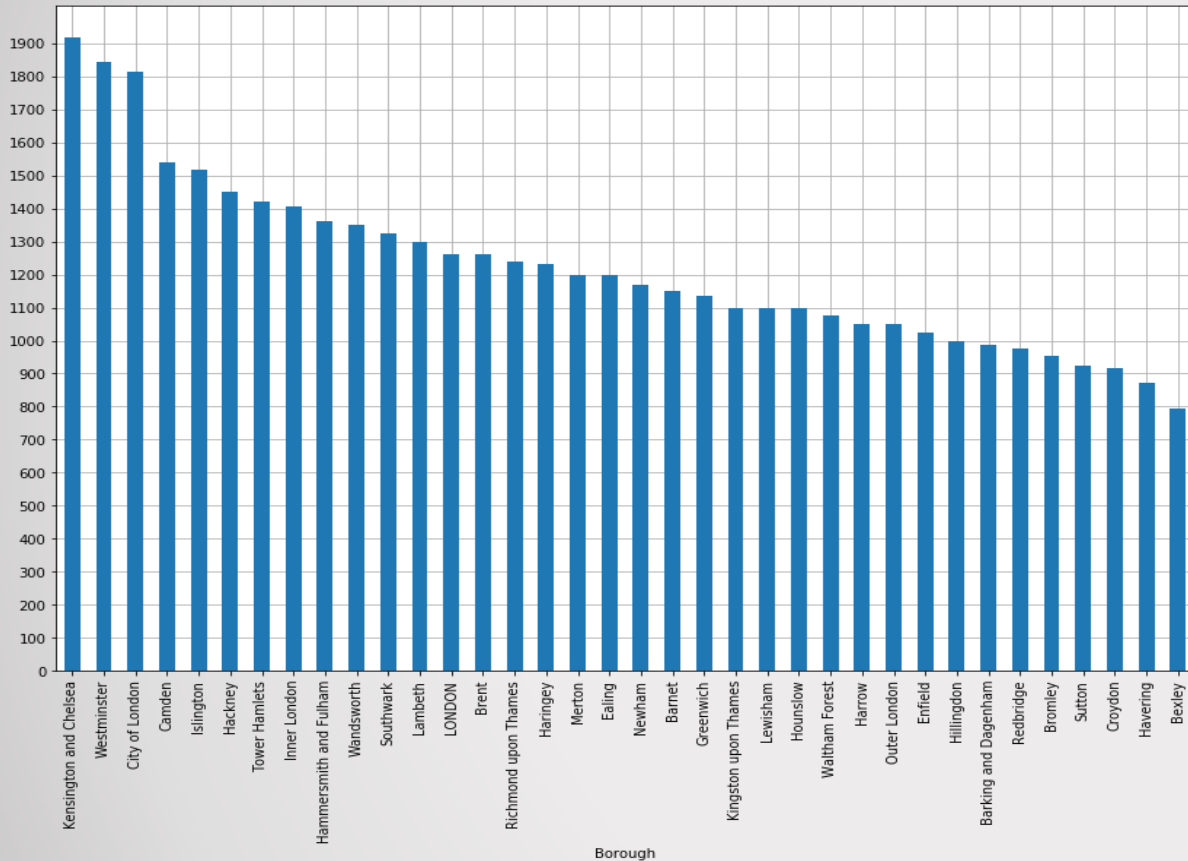
# Safety - Crime



- Best locations: **Richmond upon Thames, Harrow and Sutton**

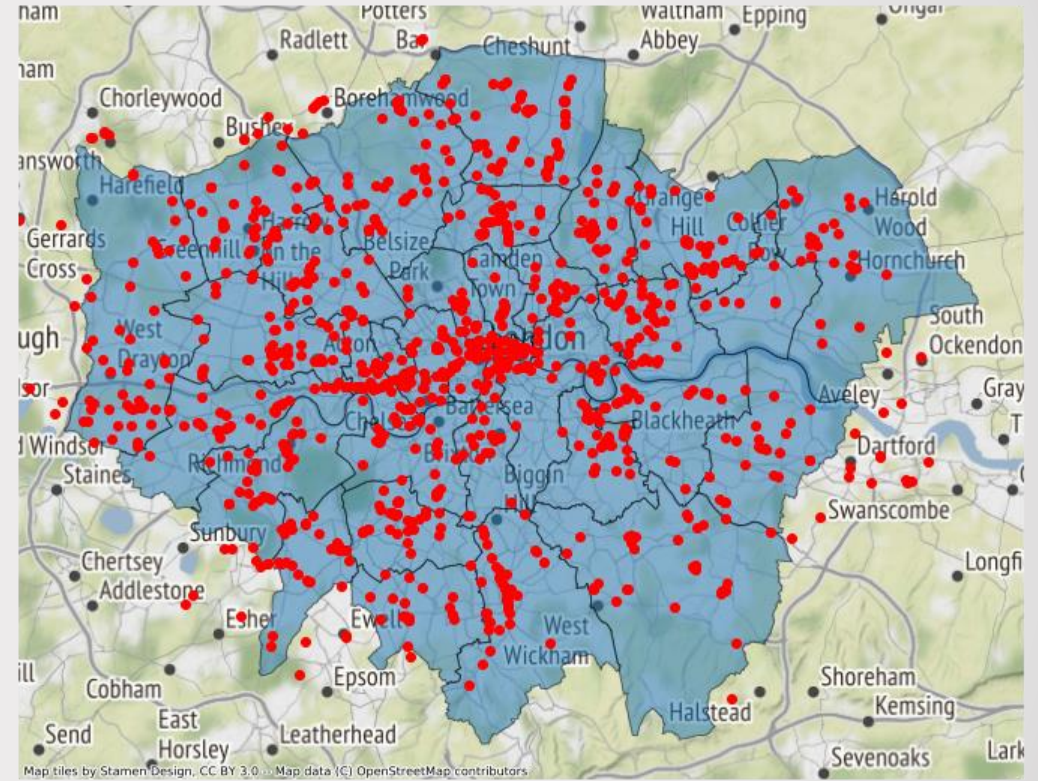
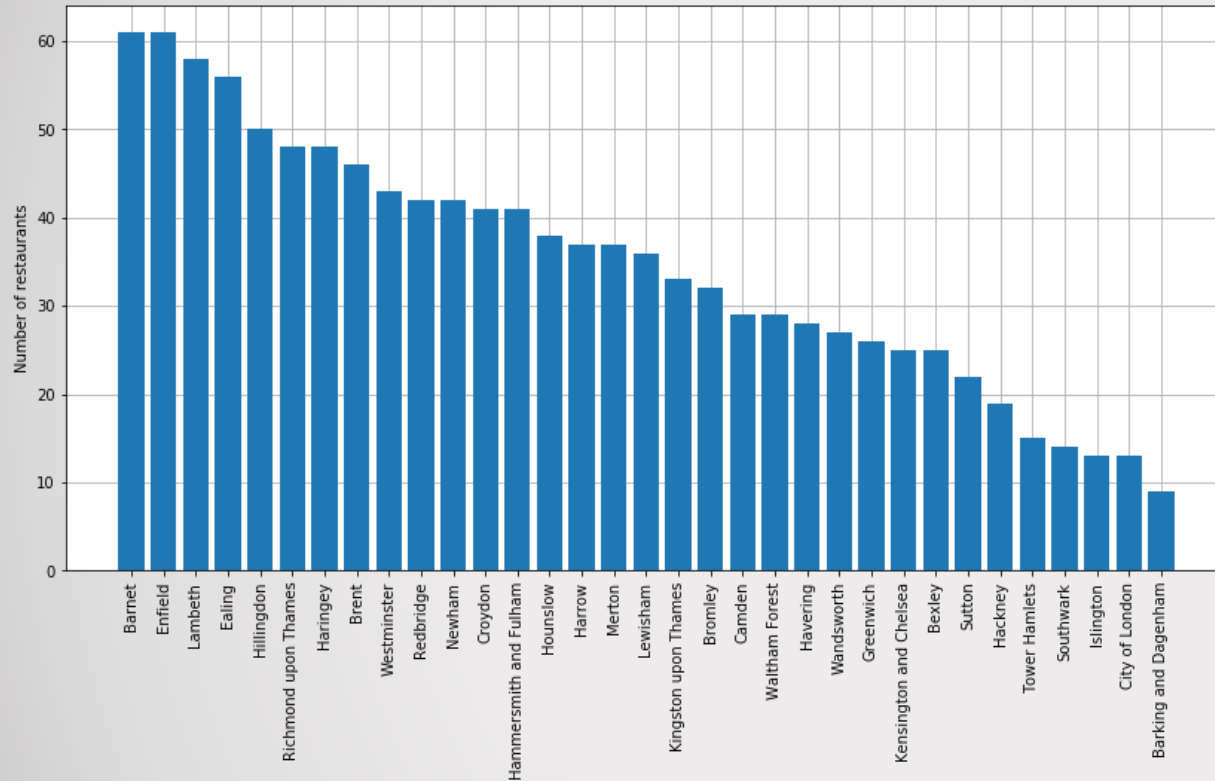


# Rent cost



- Best locations: **Bexley, Havering and Sutton**

# Restaurants locations



- Best locations: **Barret**, **Enfield**, **Lambeth** and **Ealing**

# Results and discussion

- Based on the performed analysis the following boroughs are recommended:
  - Ealing
  - Enfield
  - Lambeth
- These three borough offer a good balance between costs of living, safety and location attractiveness
- Results of this analysis will change with new set of assumptions
- Further improvements:
  - Increase number of decision factors
  - Analyse safety data more in details by separating light and hard crimes
  - Assess attractiveness of each area based on more specific requirements based on personal preferences