Capstone Project – Battle of the Neighborhoods

Introduction

The HR department of a large multinational company is helping employees who are unfamiliar with London to find an area to live in. These employees might be transferring from another office outside of London/UK, or who lived in one area of London for a few months and now looking for a more long-term place.

The aim of this project is to provide insight into different districts in London based on similarities and dissimilarities, which an employee can use to focus their accommodation search on. This project will analyze the districts in the Greater London area, UK, and take in the key considerations the employees might have when looking for areas to live in.

Data

The data used for this project will be acquired from publicly available sources, such as Wikipedia and/or government sites, as well as venue information through Foursquare API's search feature. The dataset for location points consists of postcodes in the Greater London area, postcode districts and area for each postcode and coordinate information for each postcode.

The focus will be on unique postcode district codes, they consist of groups of postcodes representing population centers and neighborhoods in each wider district within the Greater London area. Additional information for each postcode district, such as population, average housing price in the 2019, will also be used alongside local venue data to provide insight into the qualities and affordability of a neighborhood based on postcode district codes.

Datasets from these websites will be used:

Greater London postcodes, coordinates and population:
https://www.doogal.co.uk/london_postcodes.php

Average sold house prices by postcode districts in 2019:
https://landregistry.data.gov.uk/app/standard-reports/download-report?utf8=%E2%9C%93&report=avgPrice&areaType=county&area=GREATER+LONDON&aggregate=pcDistrict&period%5B%5D=2019&age=any

UK postcode area names:
https://en.wikipedia.org/wiki/List_of_postcode_areas_in_the_United_Kingdom