# How to minimize the impact of competitors on a new opening food location in London

1. Introduction

*1.1 Background*

London one of the most attractive cosmopolitan city in the world and invites many investors. Open a food business is not an easy task since the huge amount of restaurants, kiosks, confectionery and so on. To open a food business there are lots of analysis to do, like choose style, window, menu, design, looking at the financial aspects regarding for example the convenience or not on the rent or the purchase a slot; but one of the most important study to do is the investigation on competitors. Therefore, it is advantageous for entrepreneurs to accurately analyse if an area is a profitable ore there are threats that must be avoided.

*1.2 Project Goal*

This project aim is to analyse in which part of the big city of London it will be convenient for an entrepreneurs open a particular food business in such a way to minimize the impact of competitors.

*1.3 Interest*

This analysis will be done for a specific type of food business (Italian confectionary) but it could be of interest to any type of investor in any city for competitive advantage and business values.

2. Data Acquisition

Most of the information of interest could be find on Foursquare; The project will be divided in two phases:

*2.1 Choose the best Area*

First of all is necessary to have the list of all the borough in London, that can be obtained by a web scraping. Then the Top Picks element in each borough are selected to analyse if the first choice for people in that area is already a food business, in this case, that zone will be excluded by the analysis.

*2.2 Battle of borough*

Once that a selection of areas are chosen, the business activity will be obviously located around the top pick that has been found. To choose the most profitable among the remaining neighbourhoods will be compared many aspects, like:

* How many food business there are around the top Pick selected and how many of that are Italian (and for each of them the opening hours)
* Parking area availability
* Electric columns (for electric cars)
* Bus stop
* Underground station
* Touristic sights
* University

Many of these feature can be easily taken from Forsquare, for those that are not provided (ex given underground station), it will be used the package osm (Open Street maps) to create Json API

Once that the signal repository has been created, a weight will be given to all the signals and a score will be created for each candidate area. The area with the maximus score will win.