

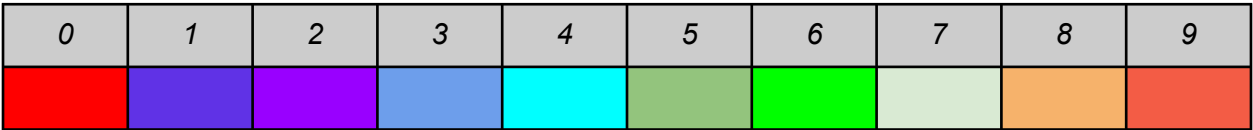
# London Property Pricing Research





# Purpose

Finding the indirect dependencies of price influencing factors, using which the stakeholders will be capable of finding the best area for buying property, and how they can influence it later by providing possibilities for certain venues to be opened in the vicinity.



Cluster		Price
2	2	4.079424e+06
9	9	2.891610e+06
5	5	2.091560e+06
1	1	1.547812e+06
7	7	1.176190e+06
3	3	9.299517e+05
6	6	7.218964e+05
0	0	5.787742e+05
8	8	4.617621e+05
4	4	3.467885e+05



# The Top 10 Most Frequent Venues

	Categories	Average Frequencies
0	Pub	0.070385
1	Café	0.054670
2	Coffee Shop	0.051463
3	Hotel	0.041896
4	Grocery Store	0.032031
5	Italian Restaurant	0.031080
6	Park	0.024935
7	Indian Restaurant	0.022677
8	Pizza Place	0.020743
9	Bakery	0.020083
10	Gym / Fitness Center	0.019494



# The Highest Positive Correlation

	Venue	Correlation
0	Juice Bar	0.964597
1	Garden	0.877125
2	Restaurant	0.875747
3	Art Gallery	0.814109
4	Farmers Market	0.774828
5	Greek Restaurant	0.774135
6	Italian Restaurant	0.759050
7	Chinese Restaurant	0.739535
8	French Restaurant	0.705209
9	Japanese Restaurant	0.702539



# The Highest Negative Correlation

	Venue	Correlation
0	Grocery Store	-0.874103
1	Park	-0.845409
2	Convenience Store	-0.771125
3	Pub	-0.766895
4	Train Station	-0.712171
5	Fast Food Restaurant	-0.695274
6	Coffee Shop	-0.633679
7	Supermarket	-0.630858
8	Bus Stop	-0.575454
9	Bar	-0.523705



# Conclusion

Given the above, for buying the cheapest property in London, the investor should consider:

Wards in clusters 0, 8 and 4 *(please see the notebook the the reference)*



# Conclusion

Given the above, for buying the cheapest property in London, the investor should consider:

Proximity to:

Grocery Stores, Parks, Convenience Stores, Pubs, Train Stations, Fast Food Restaurants, Coffee Shops, Supermarkets, Bus Stops, Bars





# Conclusion

Given the above, for buying the cheapest property in London, the investor should consider:

Creating the conditions for opening of the following new venues nearby:

Juice Bars, Gardens, Restaurants, Art Galleries, Farmers Markets, Greek Restaurants, Italian Restaurants, Chinese Restaurants, French Restaurants, Japanese Restaurants



# Notebook

[https://github.com/Sake-no-oni/Coursera\\_Capstone\\_Hello\\_World/blob/master/London%20Property%20Pricing.ipynb](https://github.com/Sake-no-oni/Coursera_Capstone_Hello_World/blob/master/London%20Property%20Pricing.ipynb)