**Peer-graded Assignment: Capstone Project - The Battle of Neighbourhoods**

**Introduction/Business Problem**

The only known fact about Brexit is that it is happening. Nobody can tell all the implications it will have. Currently London city still plays the role of a finance system capital of Europe, but that can change due to Brexit. Financial institutions might prefer to stay within the European Union instead of staying in London. When considering a move of office locations companies need to take into consideration many different variables. One of those is how specific locations are perceived by potential employees they would like to attract. One of the cities being taken into consideration by financial institutions is Irelands Dublin – it’s close to London, it’s in the EU, it’s in an English-speaking country. But will it be attractive enough for potential employees?

Therefore, many of the currently London based financial institutions would find an analysis of similarities between attractiveness of London and Dublin to potential employees not only interesting, but necessary.

Such similarities would include number of restaurants, theatres, cinemas, clubs, sport centres and their ratings – after all employees need to have somewhere to spend their salaries in. Since number of venues and their ratings usually differ in between different neighbourhoods of each city – more theatres in the city centre and so on – such an analysis would need to be based on comparison not only between whole cities, but also their neighbourhoods.

Financial sector employees won’t be interested only in leisure activities in their neighbourhoods. Therefore, financial institutions will also be interested in comparison between whole city parameters such as Safety, Health Care, Cost of Living, Traffic Commute Time and Pollution to get a good basis for a decision about potential move of quarters to Ireland.

Audience**:** London based financial institutions