

New Italian restaurant in Hertfordshire

Hertfordshire is one of the home counties in southern England. It is bordered by Bedfordshire and Cambridgeshire to the north, Essex to the east, Greater London to the south, and Buckinghamshire to the west.



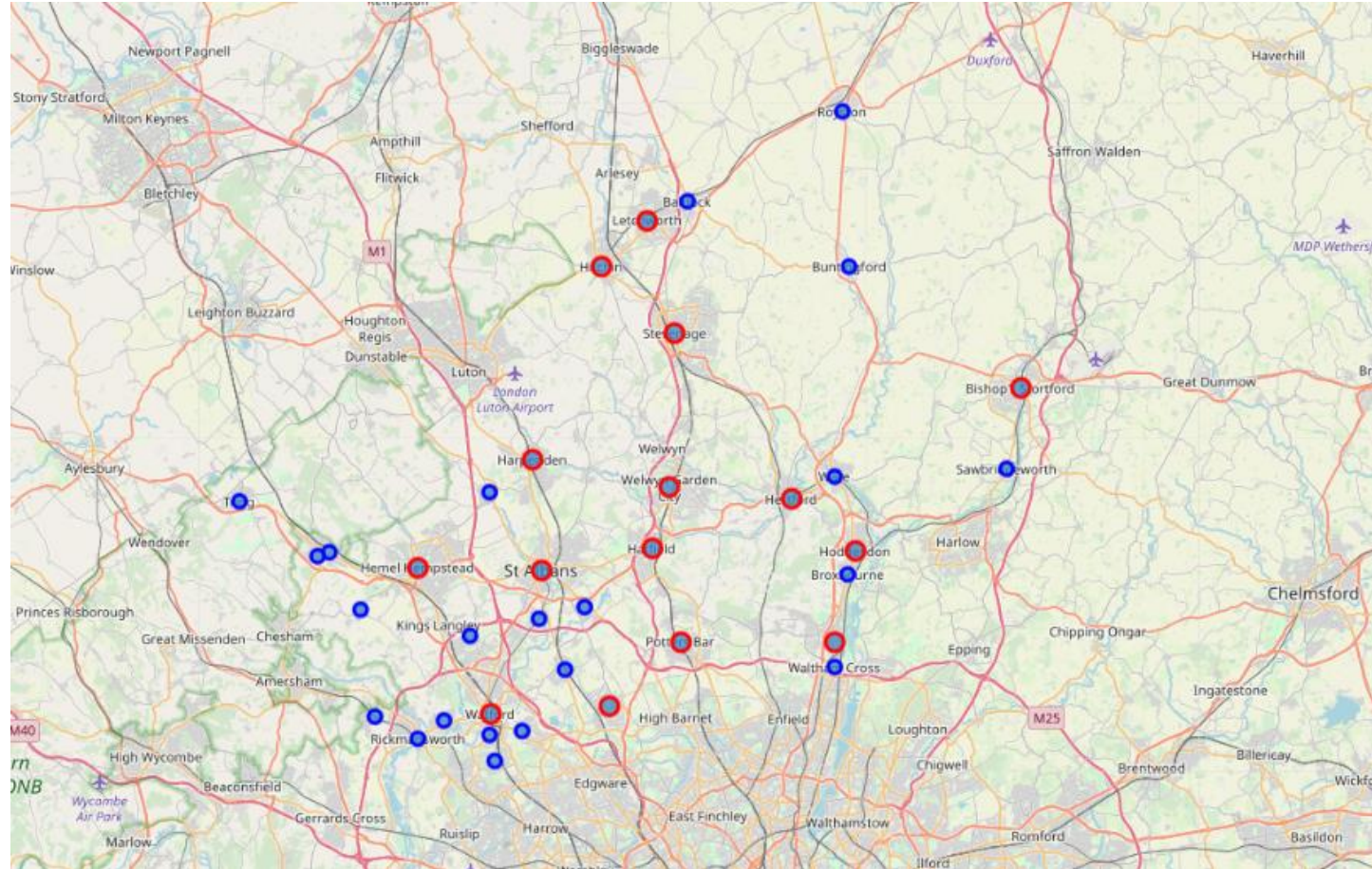
Introduction

- To explore cities in Hertfordshire (England) and their popular places (venues).
- To understand in which city center is better to open a new medium class Italian restaurant, considering that we are going to open one in Hertfordshire.
- To explore if the similar amount of Italian places close to the center of a city can define a similarity in other popular places close to the center.

Data + source of data

- List of the cities and their population
https://en.wikipedia.org/wiki/List_of_settlements_in_Hertfordshire_by_population
- Coordinates - geolocator latitude and longitude.
- Popular places (venues) - foursquare database

Cities in Hertfordshire



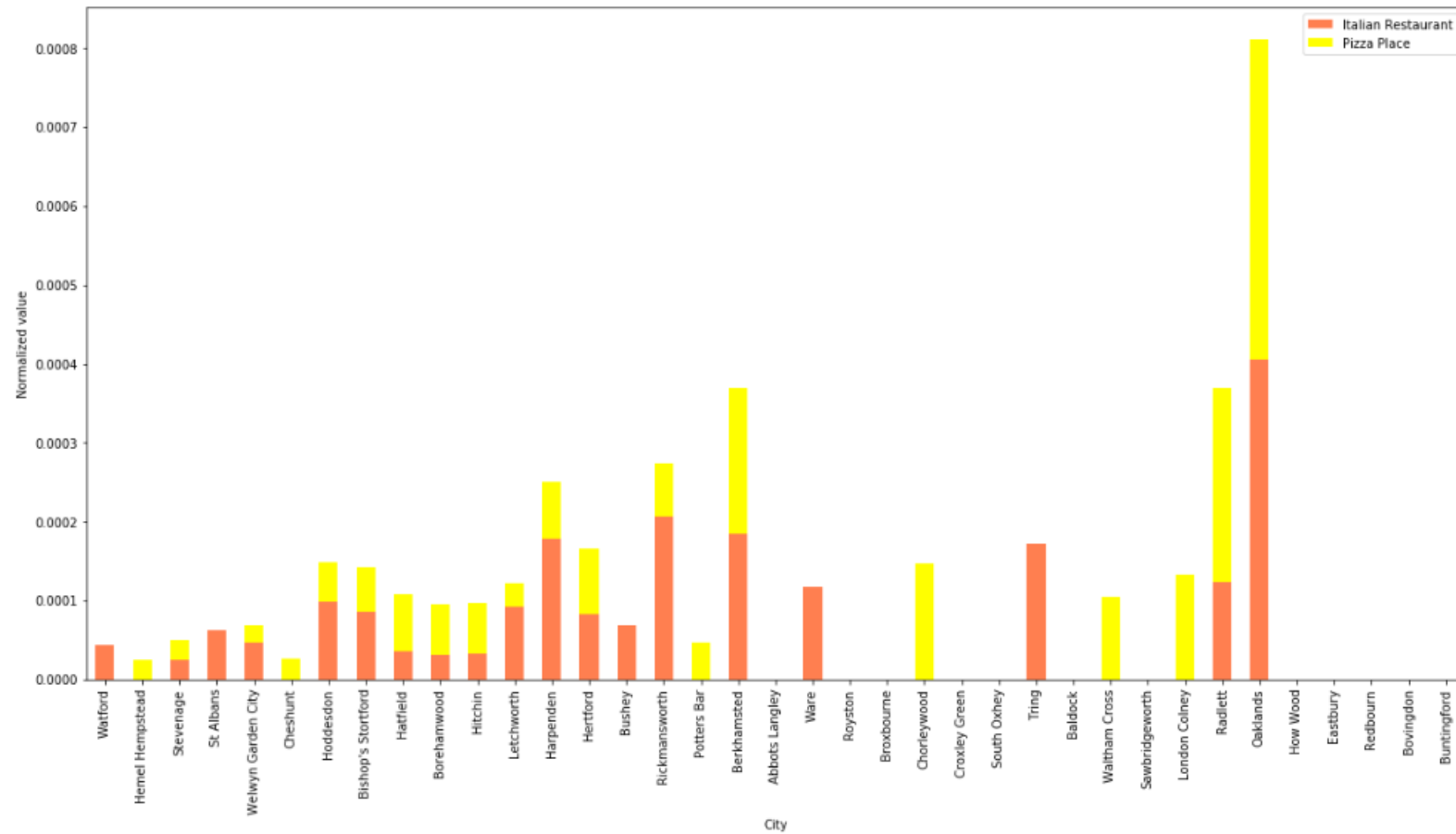
Amount of popular venues and top 10

| City | |
|--------------------|----|
| Watford | 95 |
| St Albans | 92 |
| Hemel Hempstead | 48 |
| Borehamwood | 44 |
| Berkhamsted | 42 |
| Hitchin | 42 |
| Bishop's Stortford | 40 |
| Hatfield | 39 |

| ----Watford---- | | |
|-----------------|------------------------|------|
| | venue | freq |
| 0 | Coffee Shop | 10.0 |
| 1 | Platform | 6.0 |
| 2 | Italian Restaurant | 4.0 |
| 3 | Furniture / Home Store | 4.0 |
| 4 | Electronics Store | 3.0 |
| 5 | Stationery Store | 3.0 |
| 6 | Clothing Store | 3.0 |
| 7 | Pub | 3.0 |
| 8 | Theater | 3.0 |
| 9 | Burger Joint | 3.0 |

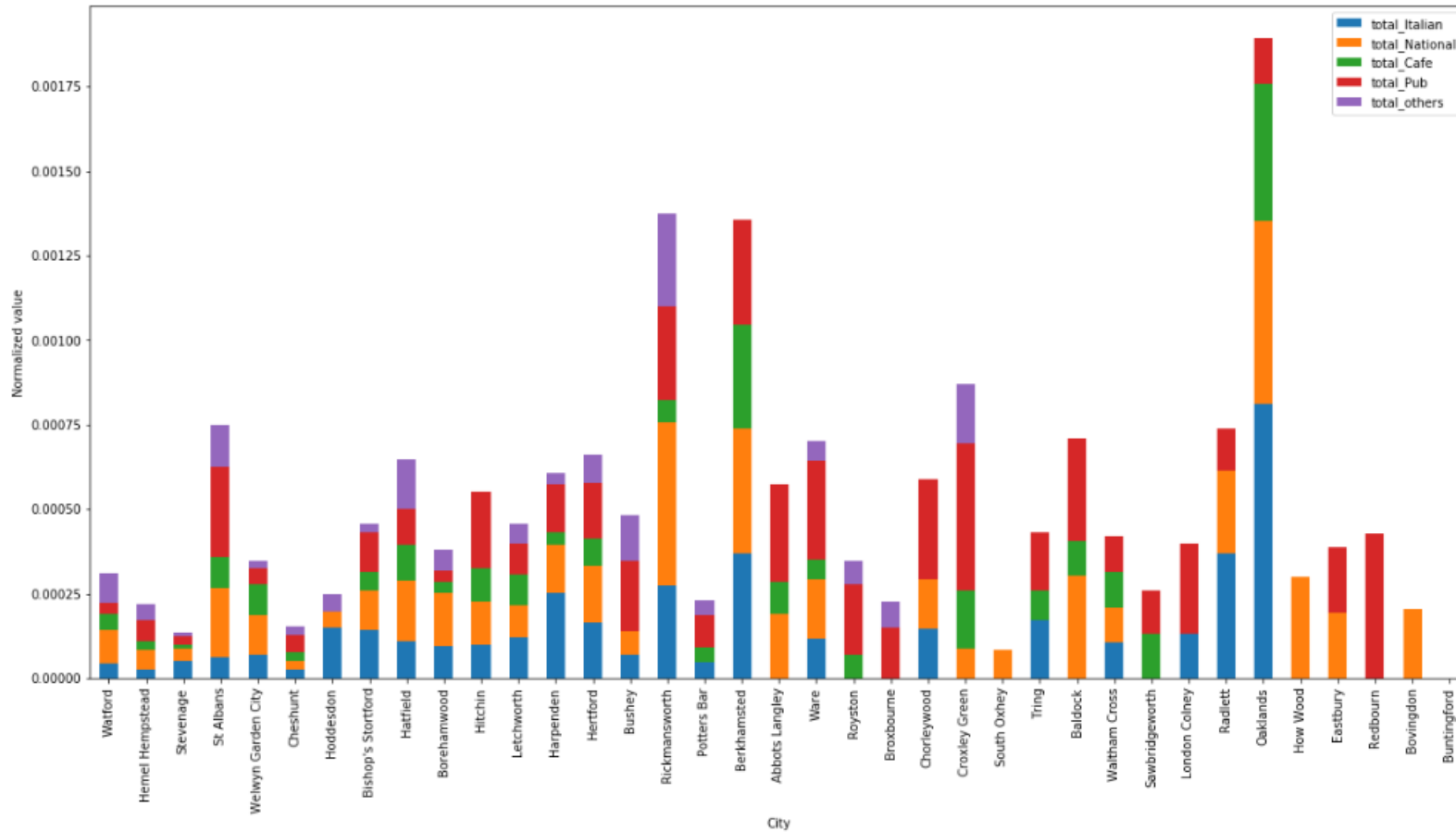
Italian restaurants/Pizza places

(amount normalized by population)



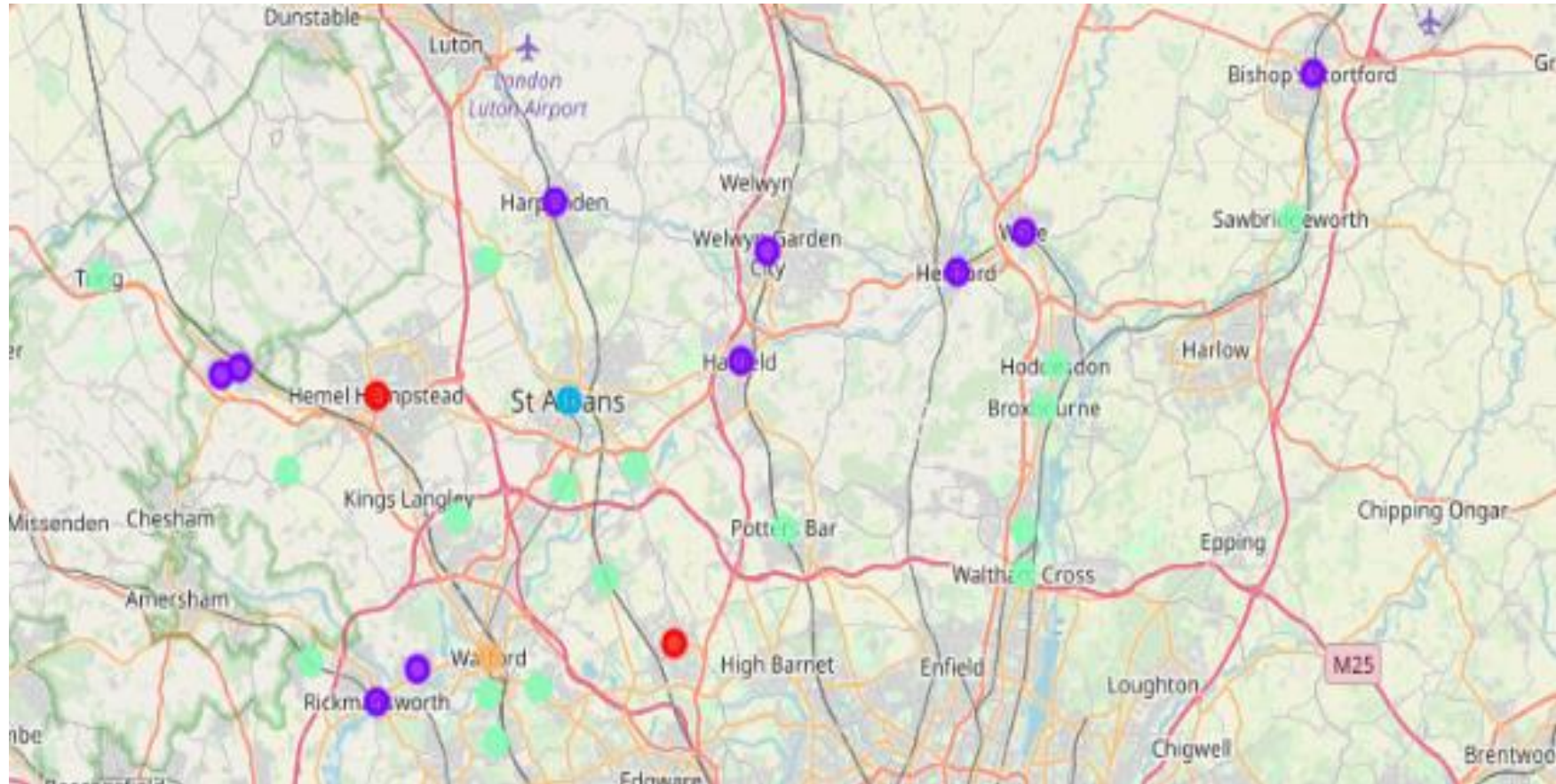
All food places

(amount normalized by population)



Similarity by popular places

(result of clustering)



Conclusion

- Explored cities in Hertfordshire (England) and their popular places (venues).
- For the opening a new medium class Italian restaurant in Hertfordshire we had offered either of 2 relatively big cities (population >20000) Hemel Hempstead and Cheshnut .
- The analyze showed that there is no big dependence and correlation between amount of Italian places close to the center of a city and similarity of other popular places close to the center.