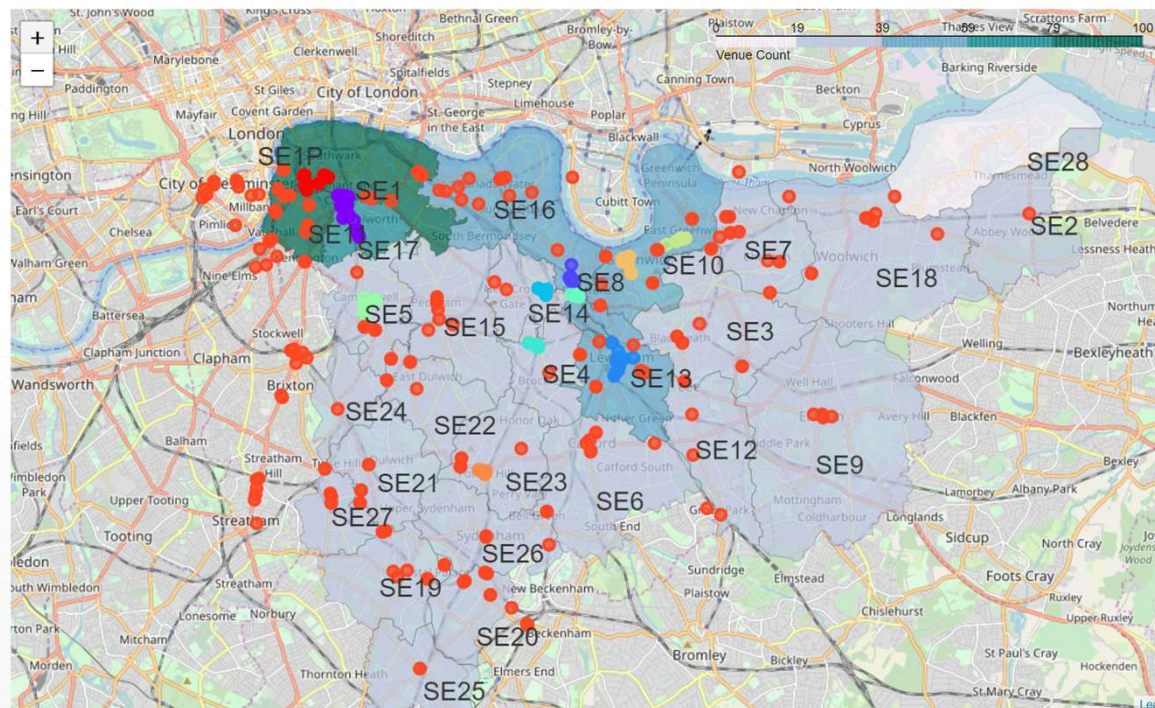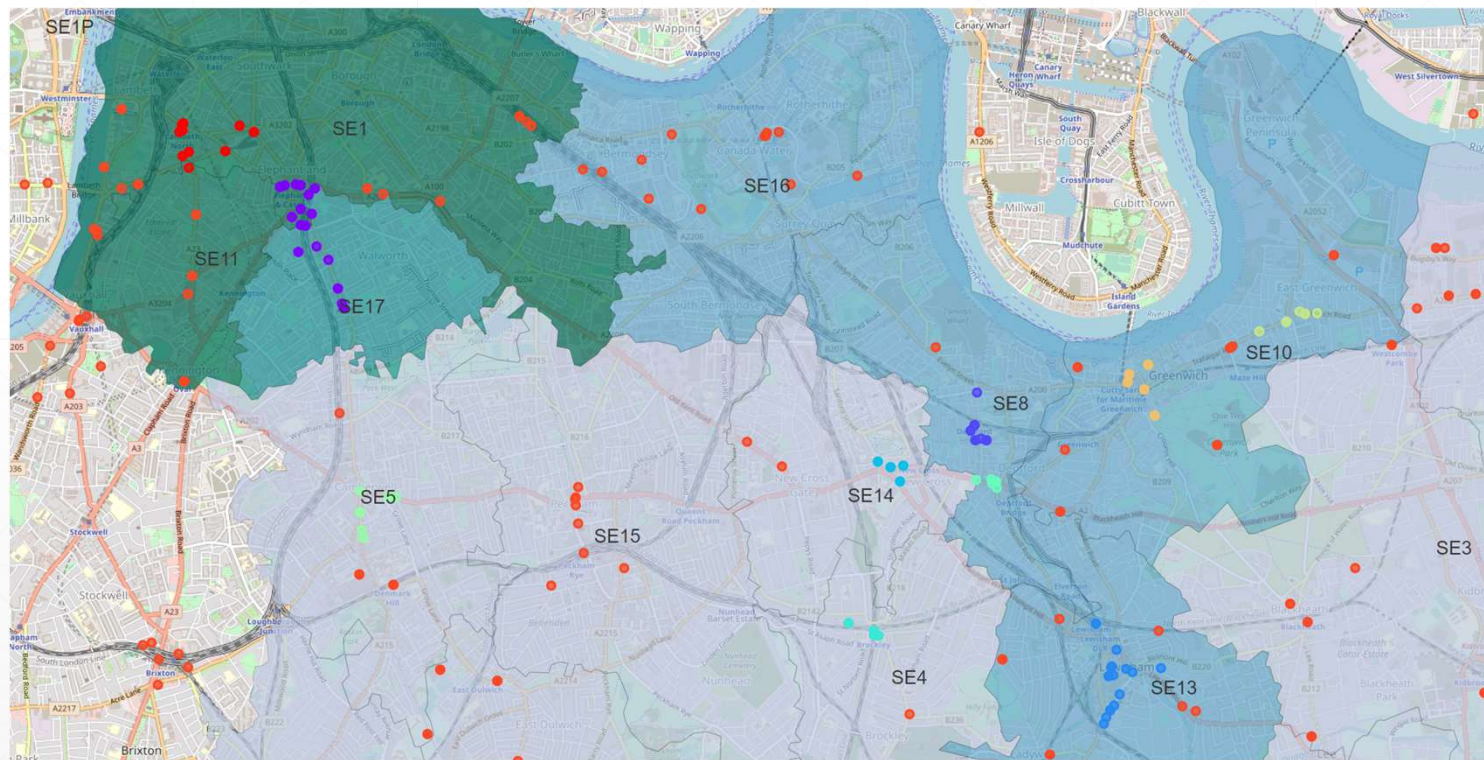# Battle of Neighborhoods

Capstone Project

Business Problem

- Many factors influence siting a new business venture, including location.

- Using cluster analysis on Foursquare location data identify 'goldilocks' neighbourhood to open a new venue.

- Not untried or over-saturated.

Cluster Analysis of Venues within South East London

Details of Cluster Analysis of Venues within South East London

Where to site?

- SE1, SE17 highly saturated

- Clusters in SE1, SE4, SE5, SE8, SE10, SE13, SE14, SE16, SE23

- SE5, SE13 have little venues

- Threfore site restaurant to SE5 or SE13
  - Nor untried
  - Not oversaturated
  - Has some venue clustering, therefor new business is more likely to be viable.

Further Analysis

- Ensure all venues have actually been found.

- Postcode districts are quite large - postcode sectors may give deeper insight.

- Location is only one factor to look at when siting a new restaurant:
  - Parking
  - Visibility
  - Prices
  - Etc...