

# Capstone Project\_London Tech Bar\_week1\_part1

## Topic: To Find the Best Location to Operate A Futuristic High-Tech Bar

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## 1. Introduction

### 1.1 Background

This project is a Capstone Project of Coursera Course - 'Applied Data Science Capstone, IBM Data Science Certificate'. In this project, we will explore Central London and try to find the best location to operate a futuristic high-tech bar.

Everyone loves London. London has a long history and is now the financial and technological capital of Europe. The pace of work and life in London is very fast, especially in Central London, which is made of 'Western Central London' and 'Eastern Central London' and where most of the top schools, financial institutions, international enterprises in London cluster there.

The advancement of science and technology has brought convenience to people but also great pressure. Although there are already many pubs, cafes, and bars in Central London for workers to relax their stress, many stores have built for a long history and lack leisure atmosphere that incorporate smart technology. We hope to open a futuristic bar where daily life and digital technology can coexist, so that young and middle-age science and technology professionals can also enjoy the welfare and happiness of life brought by technological progress. They can conveniently find the bar, have a drink after work and make geek friends face-to-face, not just on GitHub, to achieve a real work-life balance.

### 1.2 Business Problem

However, different boroughs and locations in Central London have distinct culture background, business environment, public cognition and functional infrastructures. For businessmen who want to open a futuristic bar with high-technology theme and interaction elements in Central London, site selection is particularly important.

There are 4 key factors needed to be considered for site selection:

- 1) Target working place cluster: Industrial cluster of technology startups and Internet companies
- 2) Target people cluster: People there have high income/ customer consumption level, but also with high working press
- 3) Accessibility: Convenient access for people who work nearby
- 4) Culture of having a drink after work: Several pubs or bars already existed, so people have habits to drink and relax there

### 1.3 Who Would Be Interested In

Businessmen or investors who want to operate or invest a futuristic high-tech bar in Central London.