

Introduction/Business Problem

London is a global epicentre for business activities and is a 'must-visit' city on everybody's bucket list whether for business or personal. Indian software professionals always find themselves relocating to London, at times with family, for short to medium term duration (ranging from few weeks to months). Along with the joy of relocating to a new place, these expats are often overwhelmed by challenges and questions about social connections, racism, food, culture, living standards and safety. To avoid the cultural shock, they need to make an informed decision on where to live. The goal of this project is to provide key information to these short-term expats to help them decide on safe and immigrant friendly neighbourhoods.

People generally tend to prefer to stay closer to their own community for few simple reasons: Emotional support, getting along, food and culture.

This project will explore London Borough based on the following criteria to suggest clusters of Borough that are suitable to an individuals' preference.

1. Indian or Asian dominated Boroughs
2. Boroughs with least reported crimes of any type
3. Boroughs with large number of Indian restaurants and stores
4. Boroughs popular for Indian restaurants and stores