



The battle of neighbourhoods

CAPSTONE PROJECT

RELOCATING TO LONDON WITH FAMILY – FIND THE BEST AREAS



INDEX

- Introduction & Business Problem
- Data Description and its Utilisation
- Methodology – Data Analysis
- Data Analysis Results
- Observations and Recommendations
- Conclusion

Introduction & Business Problem

- Capital of UK and Financial Capital of Europe, London is a city of just over 9 million and magnet for many families to move in to start a new career and life. Along with best educational institutes attracting global students, business and employment opportunities attract global talent. Around 30% or 1.1 million of EU nationals living in UK reside in London. Work, Family and Studies combine together to give around 90% as the prime reason for relocation.
- Relocating to London with family is an uphill task which includes finding right place which is safe, commutable to workplace, proximity to schooling, shopping, sports and recreational facilities. Another dimension which plays an important role is cost of accommodation which might be purchase or rent.
- Searching for perfect location which matches all requirements for an individual would be very daunting and time consuming.
- To bridge this gap and cater to relocating client, an Estate agency has come up with this business problem and want to club the additional services together with Property letting/ Selling. The aim is to provide client with complete relocation service harnessing power of data science.
- Initial start of the project is to focus on neighbourhood, safety, distance to transport system, schools.

Data Description and Utilisation

- Multiple sources of Data are used which have “Boroughs” as a common link.
- Data Source for Borough List with its demographics including Employment, Happiness, Education
Wikipedia : https://en.wikipedia.org/wiki/List_of_London_boroughs
London Excel Data : <https://data.london.gov.uk/dataset/london-borough-profiles>
- Data Source for London Crime Records – Data Harnessing for Location Safety
Metropolitan Police : https://data.london.gov.uk/dataset/recorded_crime_summary
- Four Square Location Data - Location Popularity, neighbourhood, Distances
FourSquare : <https://api.foursquare.com>

The above Data would be systematically filtered, processed and analysed to achieve the desired results.

Methodology – Data Analysis



Data Analysis - Results



Observations & Recommendations



Conclusion

