Predicting London Rent Locations
A. De Rose, August 2020

1 Introduction

1.1 Background

London is a vibrant city bustling with life. In 2019, London hit an approximate population of 9 million people. With a limit on building space and such a large volume of people in the city, there is no wonder why house prices are sky high. For many individuals in the city, purchasing property is off the books and as such, they have to resort to renting. There are a variety of different factors that come into play when deciding the perfect location. When the list of determining factors increases in size, making that decision gets more complicated. With lots of other stressors in life, wouldn't it be brilliant if we could get a machine to do all the hard work for us?

1.2 The problem

In this project, the goal is to determine a list of boroughs in London which satisfy the following list of criteria.

- Reasonably safe to live in (a big city is never going to be perfectly safe!).
- Affordable for a possible first time renter.
- Provides a selection of essential public services close by.

A renter can then use this information to take a more guided approach to search for perfect rental.

1.3 Target Audience

The core audience for this information is new renters who have not lived in London previously. However, this analysis will be applicable to and hopefully useful for any individual who is looking to rent in London.

2 The Data

2.1 Requirements

In order to satisfy the three criteria outlined above there will be a variety of data sets required. These sets of data will stand as a basis for the full analysis in this report. We will focus purely

on data sourced in 2019, such that all our data sets are fully populated and are not impacted by COVID-19. The list of data sets that will be required are detailed below.

1. Reported crime by London borough.
2. Estimated population by London borough.
3. Average rent by London borough.
4. Essential public service venues by London borough.

2.2 Sources

These sets of data will be sourced from a variety of locations.

1. **Crime**: Reported by the Metropolitan Police, provided by the London Datastore.
2. **Population**: Thomas Brinkhoff: City Population, http://www.citypopulation.de.
3. **Rent**: Reported by the Valuation Office Agency, provide by the London Datastore.
4. **Public service venues**: Provided by the FourSquare places API.