Capstone Project

Using location data to identify places to open a new West African restaurant

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1. Introduction

1.1. Background

Based on data retrieved from the London datastore - the population of migrants since 1821 has steadily increased. Cultural integration via intermarriages, friendships built within the workforce or academia etc has let to positive adaptations of social norms. This is evident in food and music. People are more forthcoming in accepting new food delicacies - which otherwise would have only been found abroad. London has had its tastes buds ravaging for the Indian, Chinese and Caribbean cuisines and now recent reports, suggest there is a new interest - West African dishes. As a consequence, several West African restaurants have been opening up across the London. This surge maybe due to the dense population of West Africans living these areas.
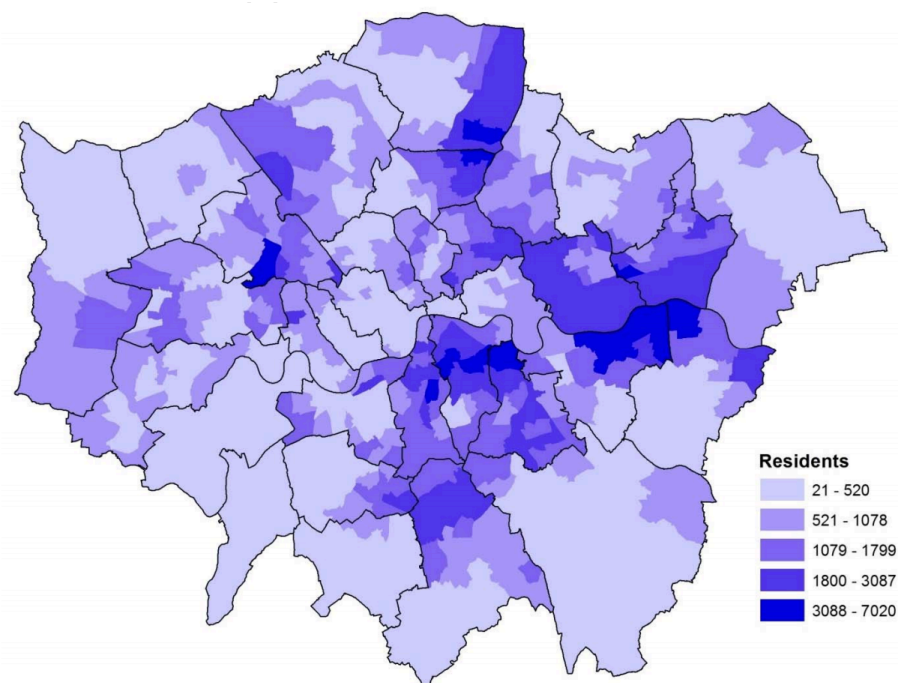

Fig.1 - Distribution of the African population across London 2011 by GLA intelligence unit

Fig.2 - A few known African restaurants in London 2021.

Residents

- 21 - 520
- 521 - 1078
- 1079 - 1799
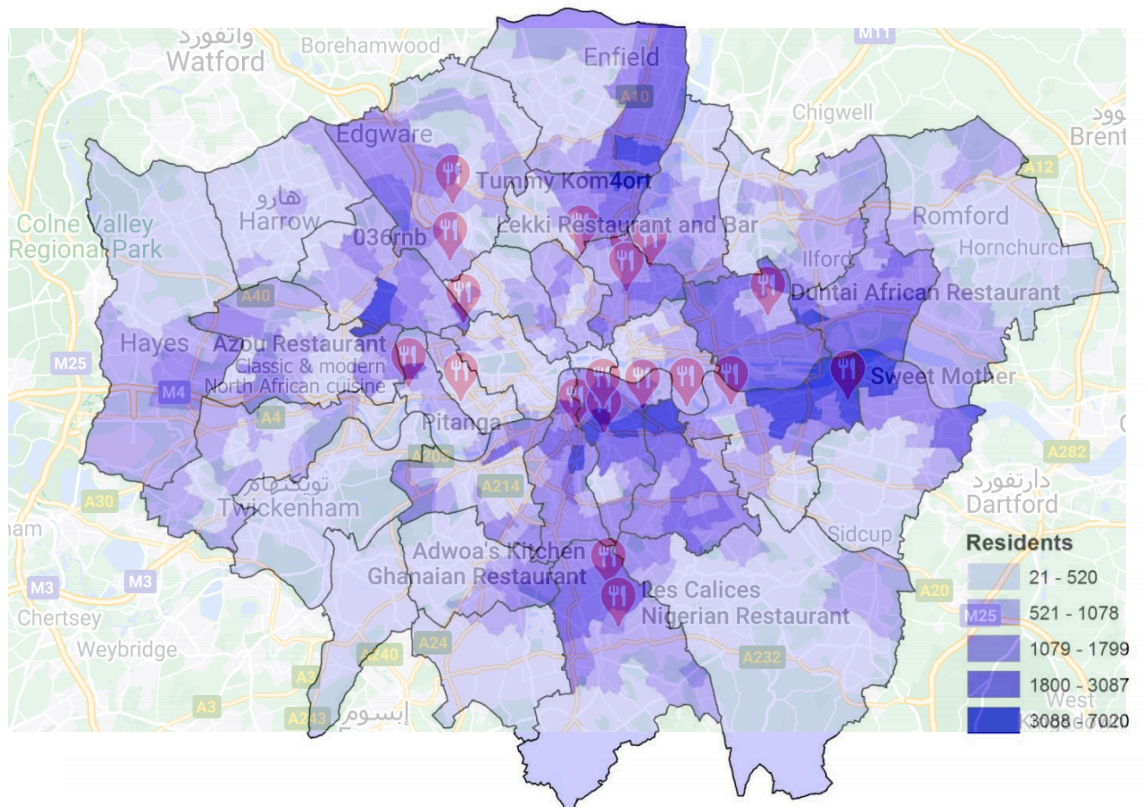- 1800 - 3087
- 3088 - 7020

Fig.3 - Fig 1 and 2 superimposed

The aim of this report is to provide investors/business owners suitable areas where they could potentially open a new West African restaurant:

1. In a location that is not heavily populated with other competing restaurants
2. Within or outside African populated areas.

1.2. Problem

Data will be gathered mainly through *Foursquare* however, many West African restaurants are are not captured within it. Therefore, our analysis would be incomplete - if we're to rely on this data alone. Below is a list of potential resources we could investigate alongside *Foursquare*:

1. Instagram
2. JustEat
3. Zamato
4. Tripadvisor
5. Deliveroo
6. UberEats
7. Facebook

We will aim to extract restaurant information - mainly their name and address - from *Foursquare* and the list of external sources. This will help us plot their locations on a Follium map and determine the best possible locations for opening a new restaurant. Lastly, a close eye would taken in regards to Caribbean restaurants as some foods are similar to West African foods - thus, they could be considered direct competitors.