# A New Bike Store Location in London, England

## **Business Question**

"Where would you recommend in Central London to open a new bike shop?"



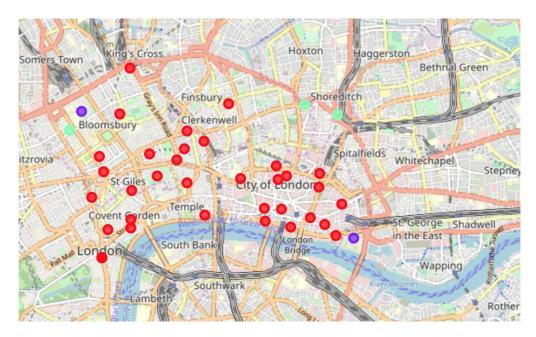
## Data Acquisition

- Central London districts scraped from Wikipedia
- Location information acquired from ArcGIS
- Bike shop venue information acquired from Foursquare
- In total 41 districts were in the data set

#### Method

- Scrape Wikipedia to acquire Central London Districts
- Merge in Latitude and longitude information from ArcGIS
- Find bike shops with 500m of each location
- Perform onehot encoding and use k-means clustering for 3 clusters

#### Results



- Cluster 0 Red, a large number of bike shops near
- Cluster 1 Purple, no bike shops near
- Cluster 2 Green, few bike shops near

### Conclusion

- Two suitable locations were identified:
  - WC1H St Pancras, UCL Institute of Education
  - EC3N Tower Hill, Tower of London