

A New Bike Store Location in London, England



Business Question

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



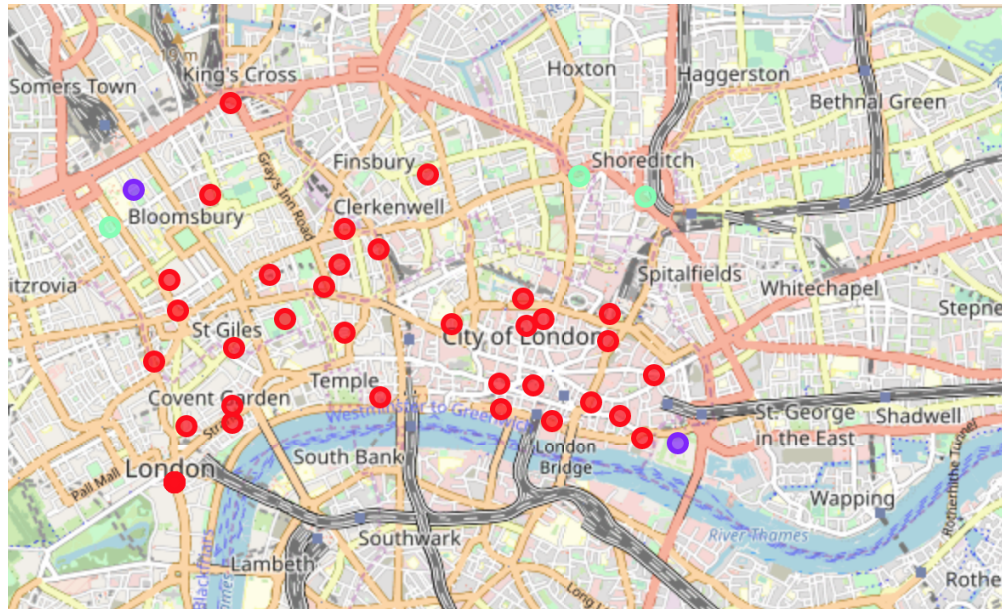
Data Acquisition

- 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