

A circular inset photograph in the bottom-left corner shows ornate street lamps at sunset. The lamps are lit, casting a warm glow against a backdrop of a city skyline and a colorful sky transitioning from blue to orange. The inset is set against a dark brown background.

Jean-Claude's London Restaurant

Selecting a location

Selecting for success

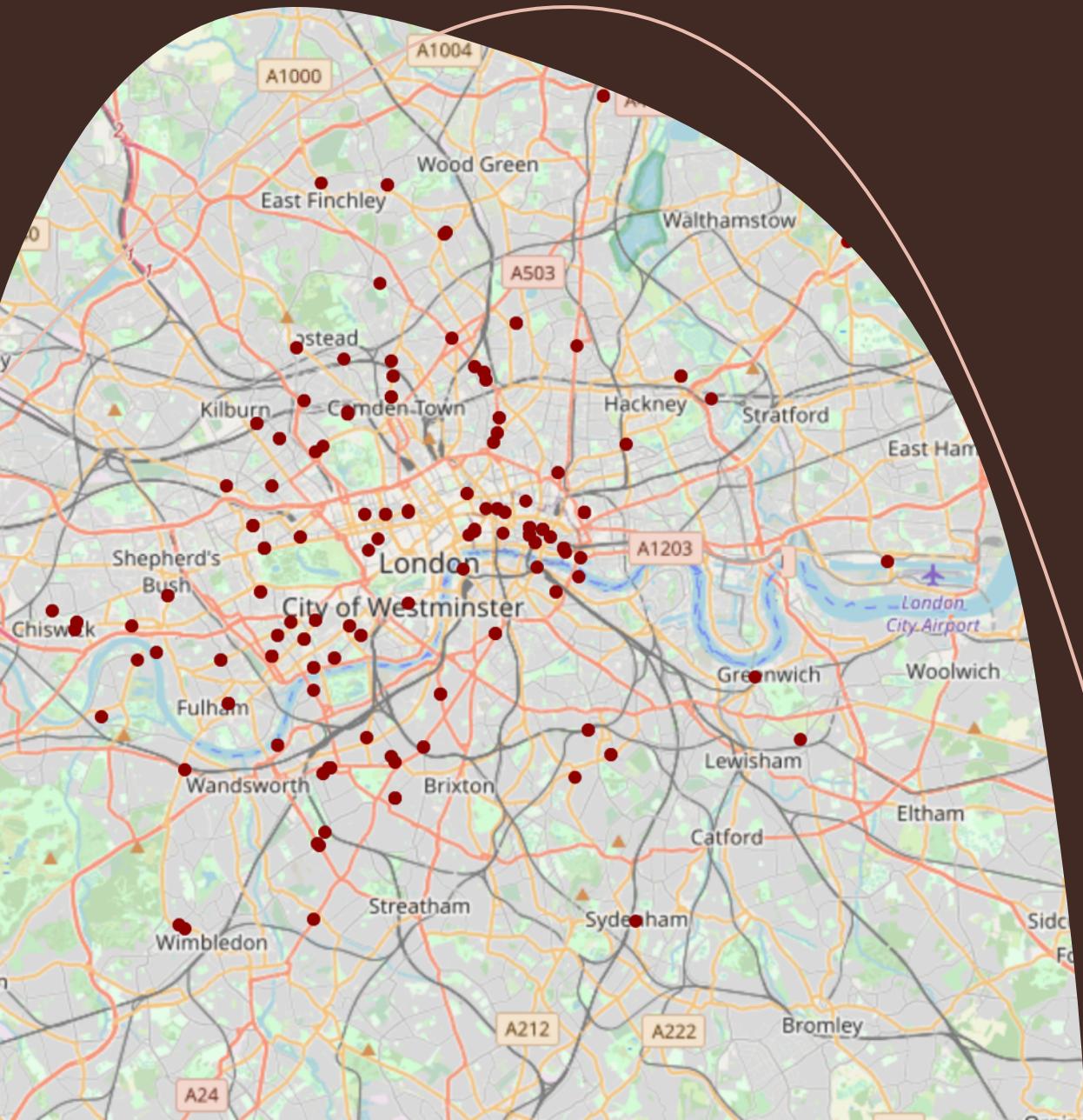
- The enduring survival of restaurants is a function of:
 - Acceptable service
 - Acceptable price-point
 - Acceptable quality of meals
 - Sufficient number of clientele
- Clientele is *mostly* outside the owner's control after opening
- Restauranteurs must either:
 - Choose service-level, price-point, menu and move to find sufficient clientele
 - Choose location and adapt the other factors to suit

French restaurants in London

- Jean-Claude's experience of opening speciality French restaurants is that these factors dictate their success:
 - **Presence of other restaurants:** people tend to travel to particular areas to eat, so being co-located with other restaurants may bring passing trade.
 - **Absence of direct competition:** restaurants established with nearby direct competition for the same clientele, suffer from the competition.
 - **Wealth of clientele:** French cuisine is associated with sophisticated service and fine food, which tends to result in higher prices that only wealthier people can afford. Success therefore is related to nearby wealth.

Data acquisition and cleaning

- London population data from Doogal dataset:
 - 323,306 rows and 49 features in raw data
 - Each row represents a London postcode: up to about 100 homes each
 - Example features: Income, household size, population, other
 - Features with little relevance (e.g. local water company) dropped
- London venue data from FourSquare:
 - 25,658 rows and 11 features in raw data
 - Each row represents a venue such as restaurants, shops and attractions
 - Example features: location, category

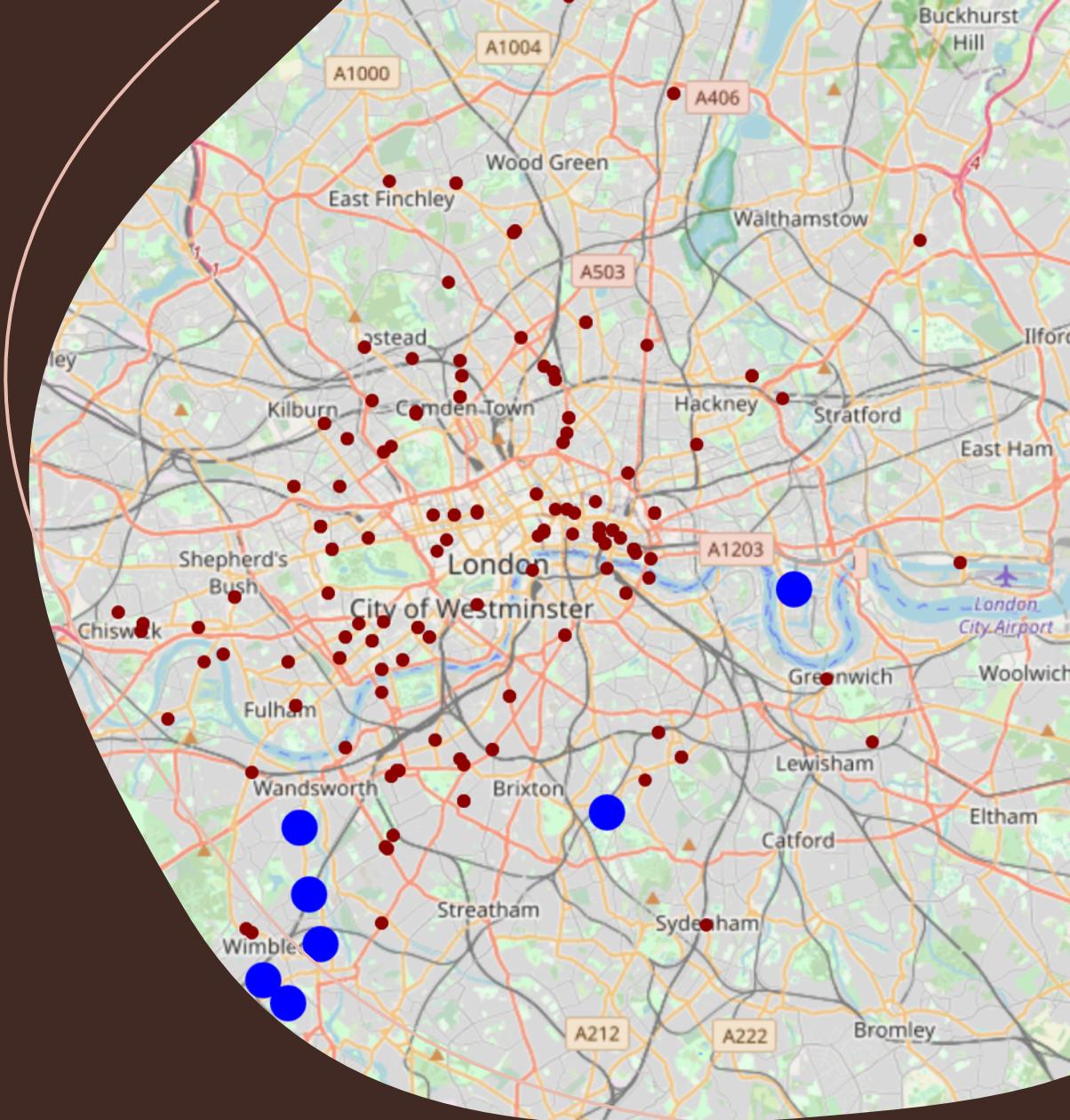


Existing restaurant locations

- Densely clustered in centre
- Remainder largely in wealthier West and North London

Analysis 1: Jean-Claude

- Gaps in the market?
- Jean-Claude's method identifies wealthy areas with restaurants but no direct competition for diners seeking French cuisine.
- South-West London and 'The City' both expensive

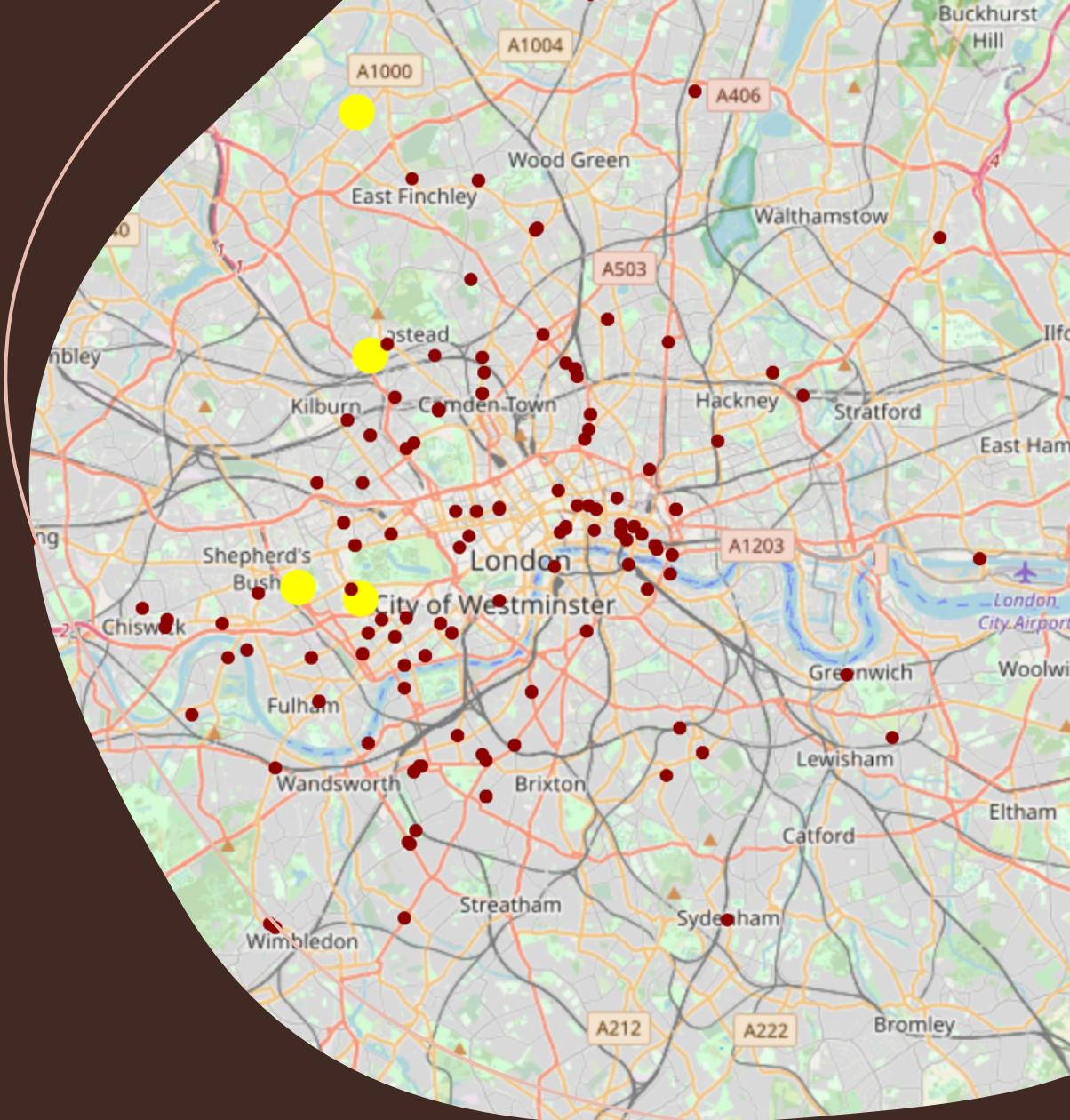


Analysis 1 Recommendations

- Canary Wharf
- Wimbledone Park
- Dulwich Village
- Merton Park
- Dundonald
- Southfields
- Trinity

Analysis 2: K-Means

- K-Means analysis provides areas that characteristically support French restaurants but might support more than presently exist
- North-West London upmarket but less expensive



Analysis 2 Recommendations

- West Finchley (North)
- Frognal and Fitzjohns (North)
- Holland (West)
- Queen's Gate (West)

Conclusion and Recommendations

- Overall profitability might be improved by avoiding the expensive areas of London
- Further exploration of North-West London, in particular:
 - **Frognal and Fitzjohns:** Some existing French restaurants but should have local support for more
 - **West Finchley:** No existing French restaurants but should have local support for one