

Opening a new chinese restaurant in London

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IBM Capstone Project

Business Problem

The goal of this project is to find the best location for our new chinese restaurant.

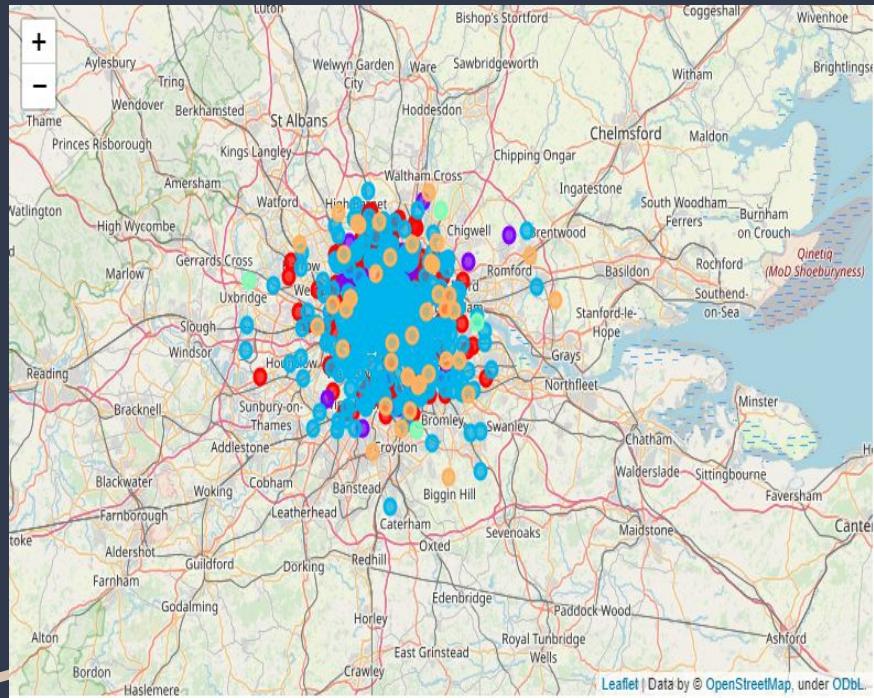
We use data science methodology and machine learning techniques to find the best location.

Which data is required?

We use the following data to solve the problem:

1. The wikipedia page of London neighborhoods
2. Arcis for the coordinates of the neighborhoods
3. Foursquare API to find all chinese restaurants in London

Results



We clustered the neighborhoods into 5 clusters

There are two clusters with no competition
→ cluster 1 and cluster 3

There is one cluster with low competition
→ cluster 4

There are two clusters with moderate competition
→ cluster 0 and 2

Recommendation

Based on the data we have analyzed for the London neighborhoods, we recommend to open the new restaurant in cluster 0, 2, or 4.

We also recommend to investigate further the specific clusters to find out which one has the most potential based on traffic, costs ect.