

Capstone Project

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## **Business Problem**

### **Introduction –**

London, a true cosmopolitan city, has people from diverse ethnicity. People have different preferences when it comes to select Neighborhood. They prefer to live in neighborhood where they find some interest in places and some similarity in their culture or people. That is why every city have specific kind of area for each ethnic area. That way they interact with each other easily, they get their preferred food easily. This analysis is about find similarity in same so that result can be used for the problem discussed in description.

**Description:** Let's take a scenario that we want to open an Indian restaurant in London but we are not sure about "WHERE". For this purpose, we will study some Neighborhood in London. We will try to cluster them, find similarity and then try to see the ranking of places where it will be better to open a restaurant. This depends on a hypothesis that higher the number of Indian people larger is the opportunity. Also, this opportunity decreases with existing Indian restaurant as they also share customers for their food. 1