



# Best suitable area for opening a café.

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# Opening a café in London is very competitive

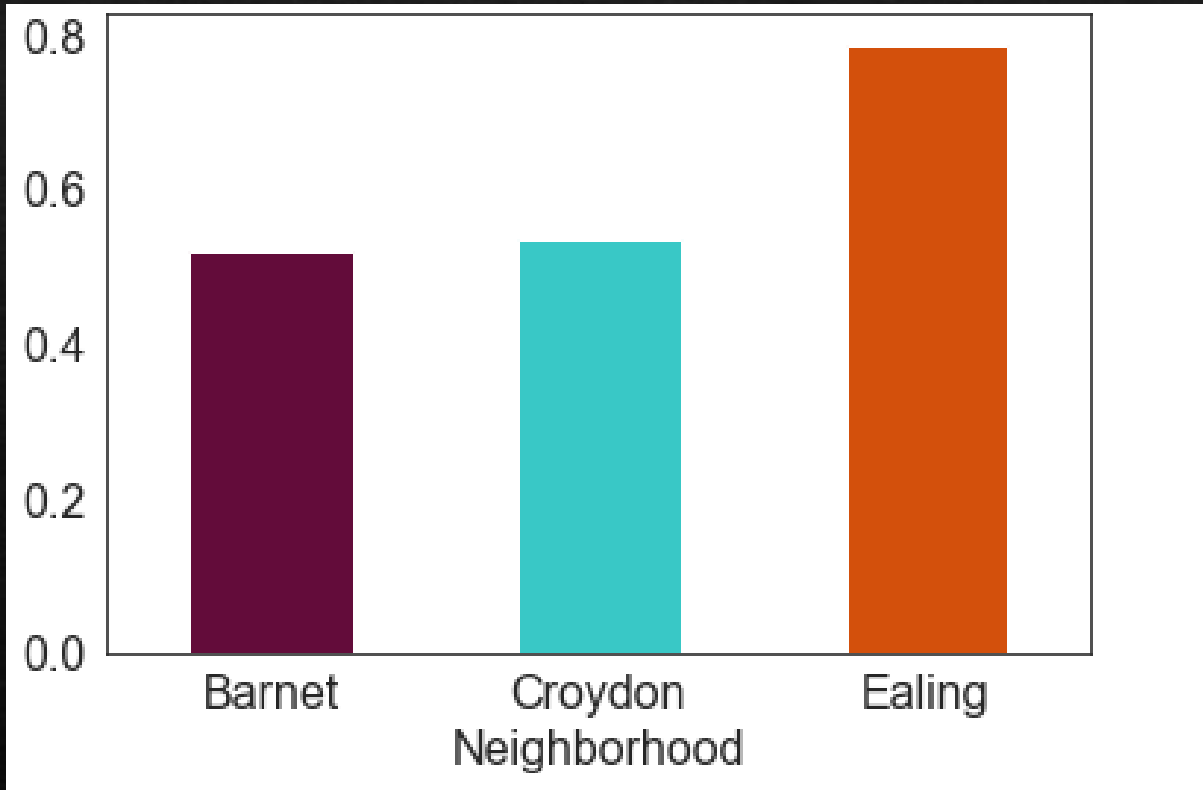
- ◆ To ensure best chances of succeeding I would like to open a cafe in an area where cafe's are one of the least (or at least less) cafe dense areas.
- ◆ I will also like to open a café in one of the areas that are most populated.
- ◆ The logic is that a region that has fewer coffee shops would be less competitive and a larger population would mean a larger potential customer base.



# Dataset acquisition and cleaning

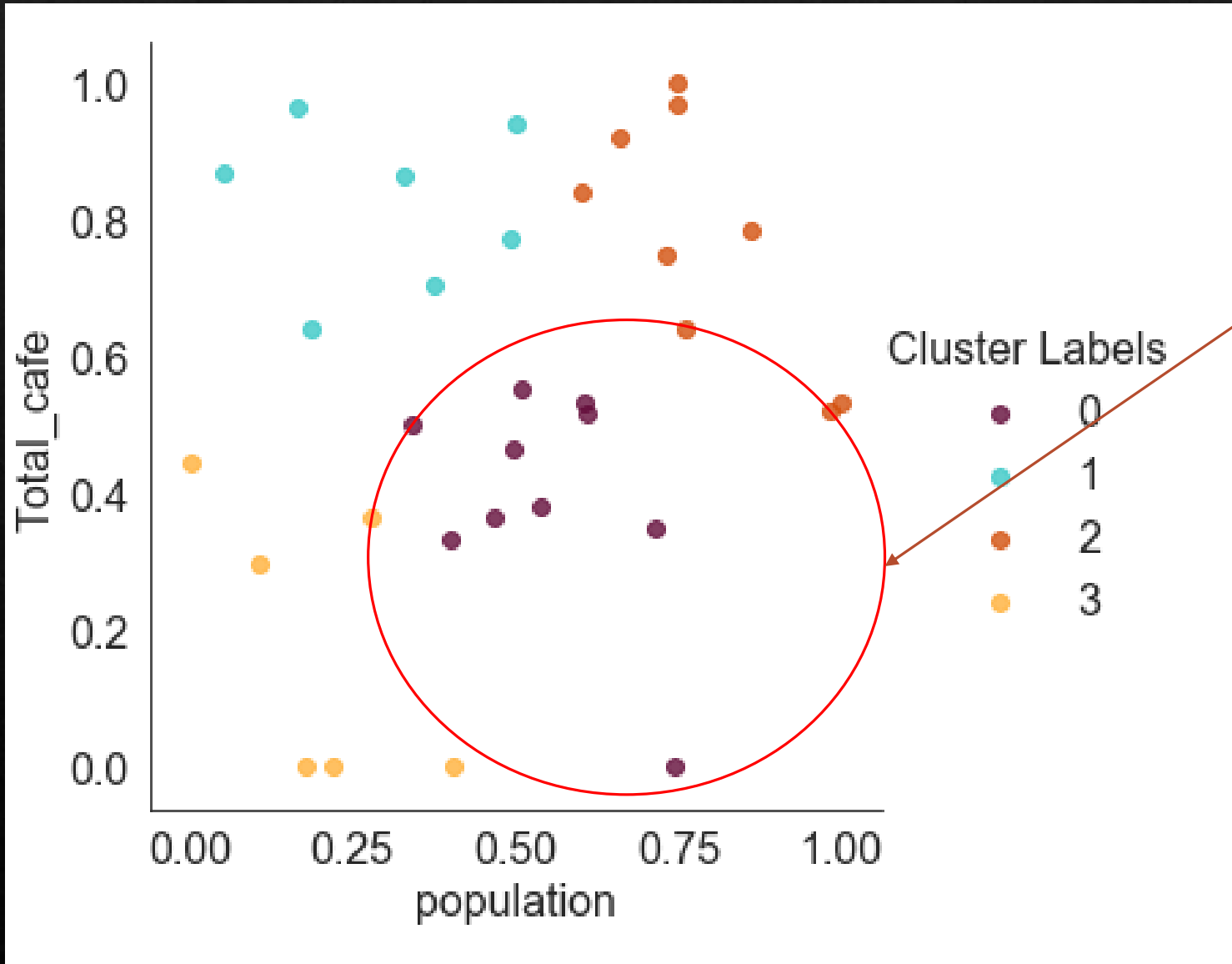
- ◆ Data on Borough's in London along with it's population and coordinates sourced from: [https://en.wikipedia.org/wiki/List\\_of\\_London\\_boroughs](https://en.wikipedia.org/wiki/List_of_London_boroughs)
- ◆ Data on venues close to specified borough in London sourced from: <https://foursquare.com/>





- ◇ This visualisation represents region with greater than 80 percent of the max population ( $>298201$ ) with the mean café amount on the y axis.
- ◇ Ealing has a high number of café's whereas Barnet has comparatively fewer making it a more feasible location of opening a café.





Cluster 0 is both exhibiting properties of borough's with low/medium number of cafe's with medium/large population

This is our cluster group of interest!

# Results:

Out[76]:

	Cluster Labels	Neighborhood	population	Longitude	Latitude	Total_cafe
0	0	Brent	0.744481	0.1654	51.3332	0.000000
1	0	Camden	0.341341	0.0732	51.3144	0.500000
2	0	Hackney	0.468714	0.0319	51.3242	0.363636
3	0	Haringey	0.496376	0.0643	51.3600	0.463768
4	0	Havering	0.398263	0.1101	51.3452	0.333333
5	0	Hillingdon	0.604224	0.2834	51.3239	0.533333
6	0	Redbridge	0.610974	0.0427	51.3332	0.516129
7	0	Tower Hamlets	0.540141	0.0021	51.3036	0.380952
8	0	Waltham Forest	0.507478	0.0048	51.3527	0.551724
9	0	Wandsworth	0.713407	0.1128	51.2724	0.347826

These are the most suitable areas which have a low/medium café density and medium/high potential target audience (population).



# Conclusions/remarks

- ❖ From the results discussed above; there are a few observations that struck me. One observation is that the Borough of Brent has 0 reported café's or virtually 0 compared to other boroughs.
- ❖ This was a bit surprising but from further research it seems that four square doesn't have much data on the café's open in Brent. I should then exclude this as being an accurate, representative result. Other boroughs that seem promising include Tower Hamlets and Wandsworth. I would bring these results to the stakeholders and suggest opening a café in Wandsworth as the price of opening a business there is significantly cheaper compared to Tower Hamlets.

