

# Capstone Project – The Battle of Neighbourhoods (Week 1)

## Introduction/Business Problem

We want to open an Italian restaurant in London, the task is to decide the most convenient place. We consider the town of London divided into its boroughs. The tentative location for the new restaurant will be a generic place within one mile from the centre of the borough. The problem therefore reduces to identifying the most convenient borough. To this end we consider the following parameters:

1. Number of Italian restaurants already present (the fewer the better);
2. Average income of each borough (the higher the better);
3. The population of the borough (the more populated the better);
4. The presence of amenities around like cinemas and theatres (the more the better);
5. The presence of universities around (the more the better).