**IBM Data Science Capstone Project**

**Introduction**

**Background:**

London is considered to be one of the world’s most important global cities and has been called the world’s most powerful, most desirable, most influential, most expensive, innovative, sustainable, most investment friendly and most popular for work city .London exerts a considerable impact upon the arts, commerce, education , entertainment, fashion, healthcare, media, professional services, research and development, tourism and transportation. So it seems fair to dive into the depths of this cultural pot boiler of a city. London is also one of the leading tourists destination and the city accounts for almost half of all inbound visitor spending in the U.K. The London Underground commonly referred to as the tube is the oldest and third longest metro system in the world. Over four million journeys are made every day on the tube network and approximately over a billion each year. London’s most popular sport is undoubtedly football and it has five clubs in the English Premier League as of the 2019-2020 season : Arsenal, Crystal Palace, Chelsea, Tottenham Hotspur and the West Ham United. As the city is football crazy, so a sports bar culture is very popular among the Londoners. As the sports bar fuses good food with the adrenaline of sports, so it makes a good choice if anyone is interested in investing in the food and beverages industry.

**Problem Statement:**

To identify the areas of London where a sports bar can be opened and the area should be quite close to the action centre and well connected too.

**Target Audience:**

Anyone interested in starting a food and beverage place while keeping in mind, the football culture of the city of London.

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