

Analysis of London Neighbourhood

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Introduction

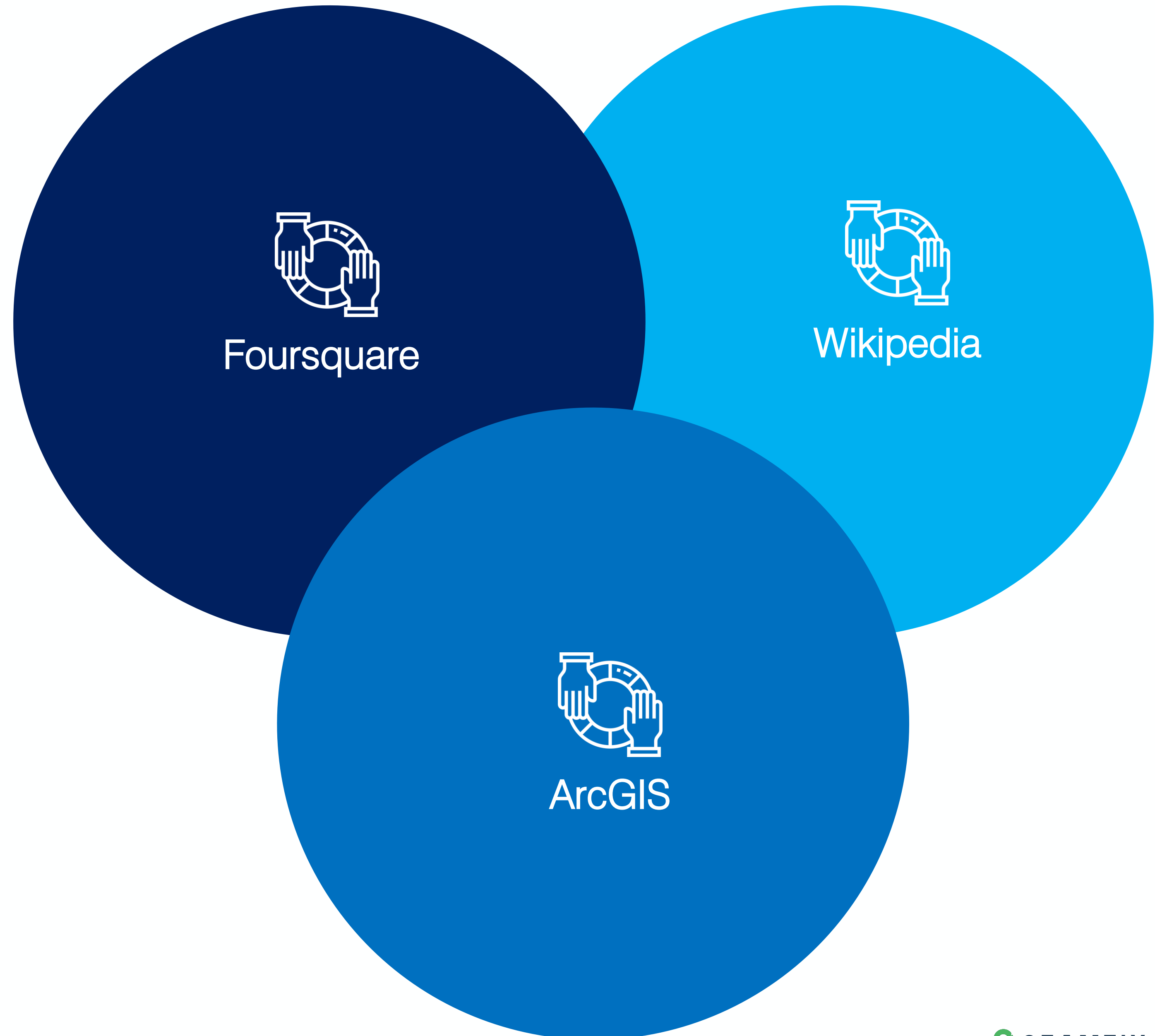
In the UK, many people relocate to the south-east in order to live and work in London for the career opportunities and financial gains. However, London is a very big area and travel into and across the city is vastly greater in terms of time and cost. For this reason, it is important that anyone who relocates to London chooses the right area in which to live, in order to be happy in their local area and minimise the need for travel outside of their commute.



Data Gathering

Foursquare location data was used to retrieve the location and venue details within each neighbourhood.

Data for London will be taken from the following Wikipedia page
https://en.wikipedia.org/wiki/List_of_areas_of_London which contains details of the Boroughs and Neighbourhoods within London.



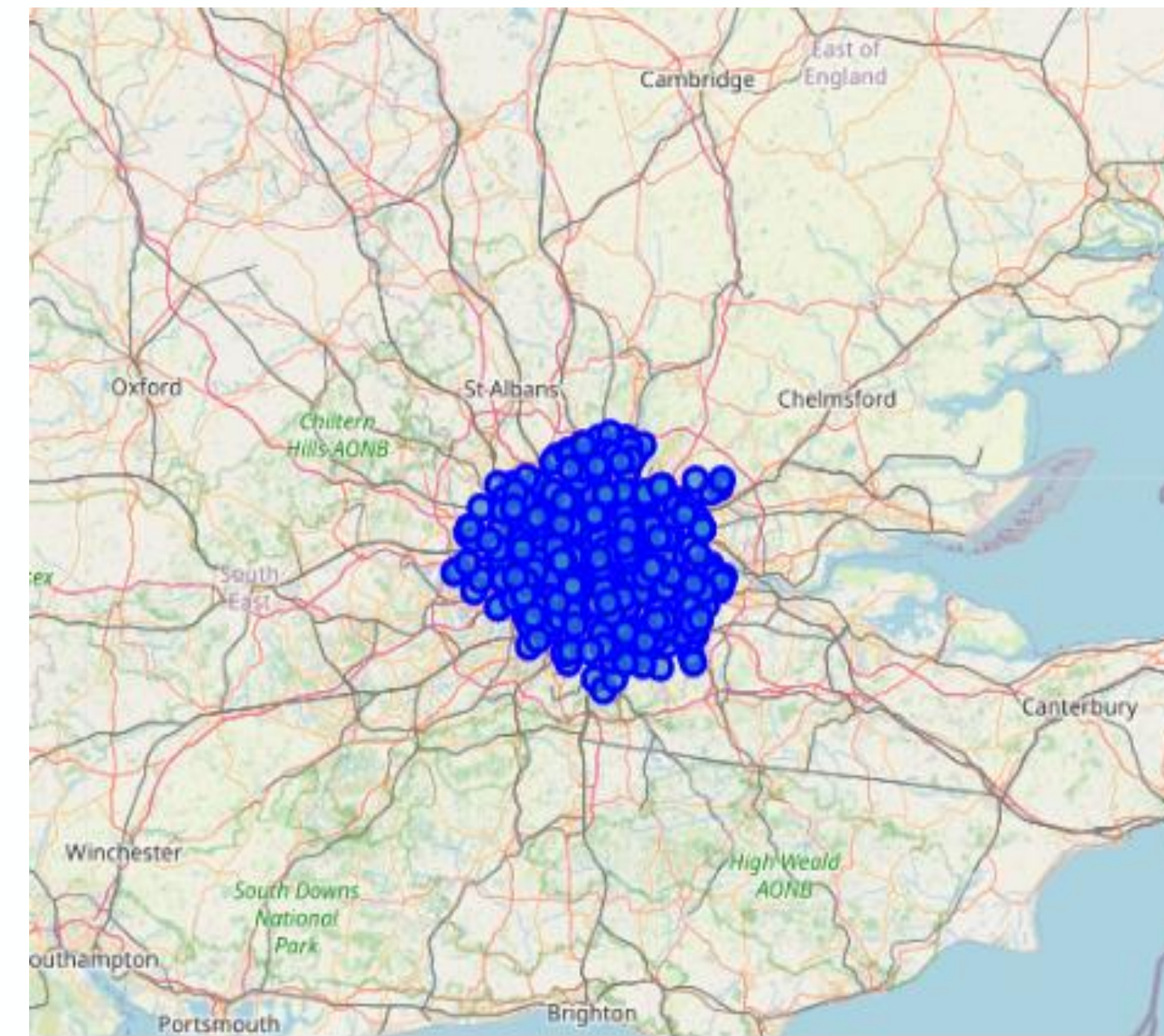
Data Cleaning

The data was cleaned up and data was removed from the dataset to ensure only relevant data were included

Before Cleaning



After Cleaning



Clustering

K-means clustering was used to split the dataset into four clusters of similar neighbourhoods and it was observed that majority of the neighbourhoods are similar



Residential suburbs comprising of a variety pub and restaurants, with food and drink lifestyle.



Residential suburbs with local pubs and outdoor recreation



Towns and villages with a good range amenities including of pubs, restaurants shops and transportation links.



Residential suburbs with public transport links, grocery shops and fast food.