

PROSPECTS OF A LUXURY RESTAURANT IN THE WEALTHIEST BOROUGHES OF LONDON



THE BATTLE OF THE NEIGHBORHOODS

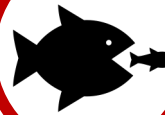
**COURSERA IBM DATA SCIENCE CAPSTONE PROJECT
DARIO LEONARDO BALACCO**



Where to open a luxury restaurant in London?



London is one of the world's most important **global** cities and has been called the world's most powerful, most desirable, most **influential**, most visited, most expensive, sustainable, **most investment-friendly**.



London is **highly competitive** having the **best restaurants** in the world and therefore, the need of a **specific customers target** for a restaurant it is really important.



The **aim** of the project is to find an optimal location for opening a **luxury restaurant** in one of the wealthiest and most populated boroughs of London.



Data acquisition and cleaning



The data used for the analysis was collected from **publicly available sources**. The obtained information comprises of the names, geolocation, population and average value for each of the borough of London.



Wikipedia was used to obtain information about **area** and estimated **population** of the **32 boroughs** of London to identify the most densely populated boroughs.



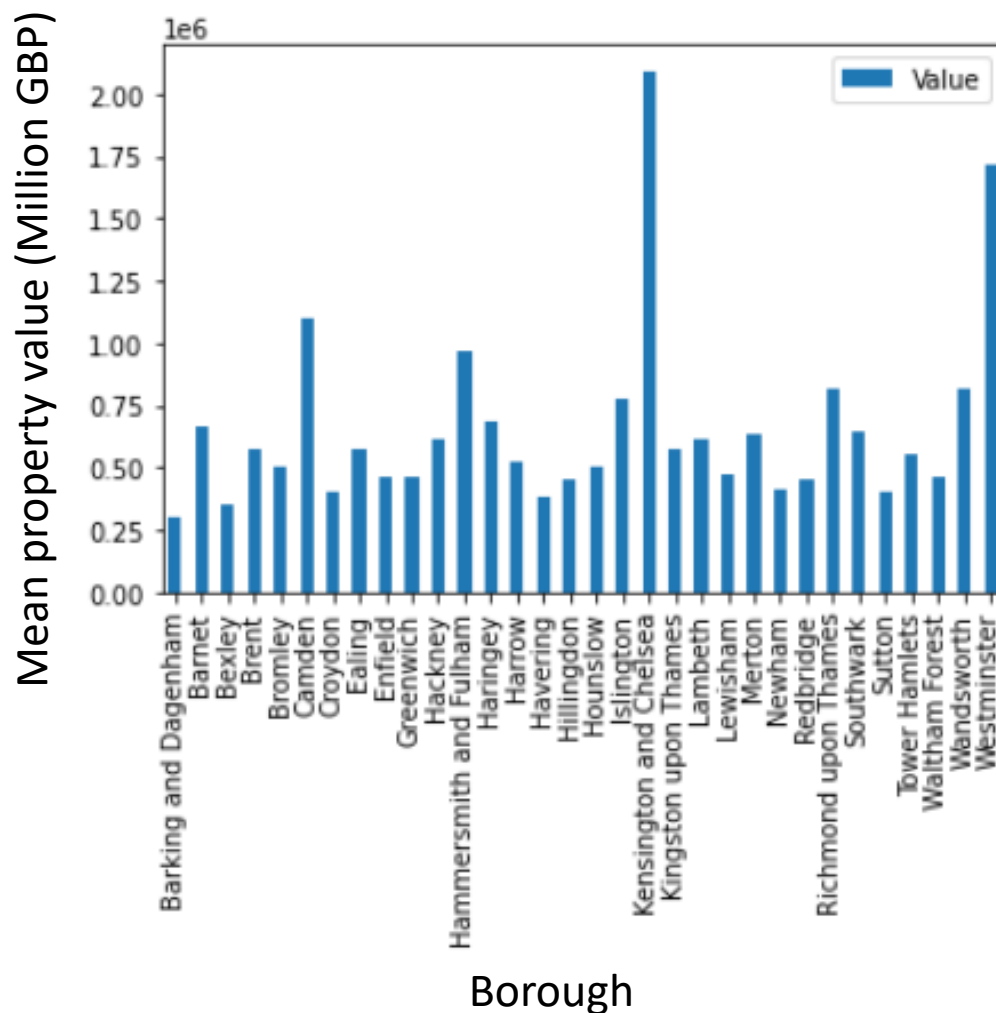
Government data were used to obtain **Mean property values** to identify the **wealthiest boroughs** of London used to obtain information about.



Foursquare was used to look at which boroughs have the highest number of **restaurants** and what are the **top 5** trending venues.



Mean Property Value in the London boroughs



1. Kensington and Chelsea

2. Westminster

3. Camden

4. Hammersmith & Fulham

5. Wandsworth

6. Richmond Upon Thames

7. Islington

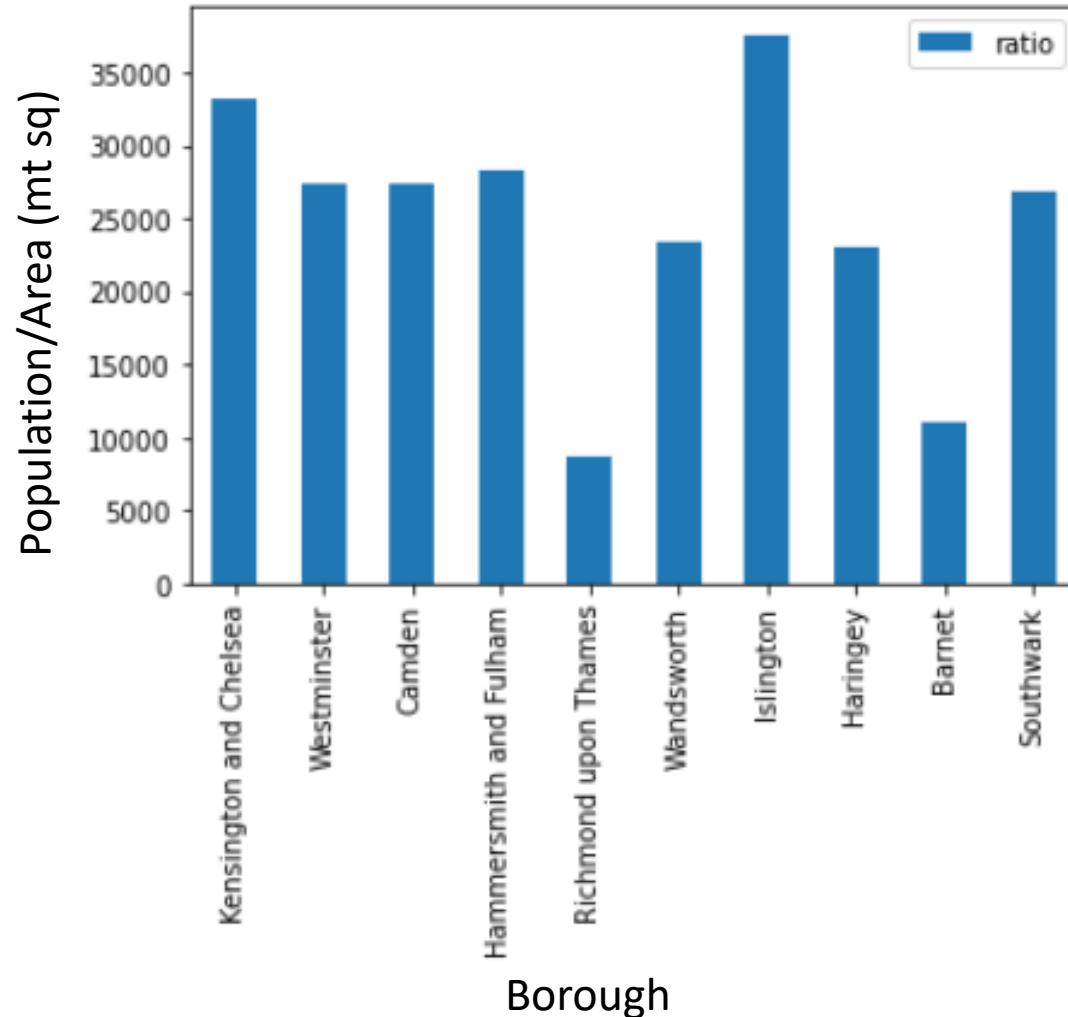
8. Southwark

9. Barnet

10. Haringey



Most densely populated and wealthy London boroughs



1. Islington

2. Kensington & Chelsea

3. Hammersmith & Fulham

4. Camden

5. Westminster

6. Southwark

7. Wandsworth

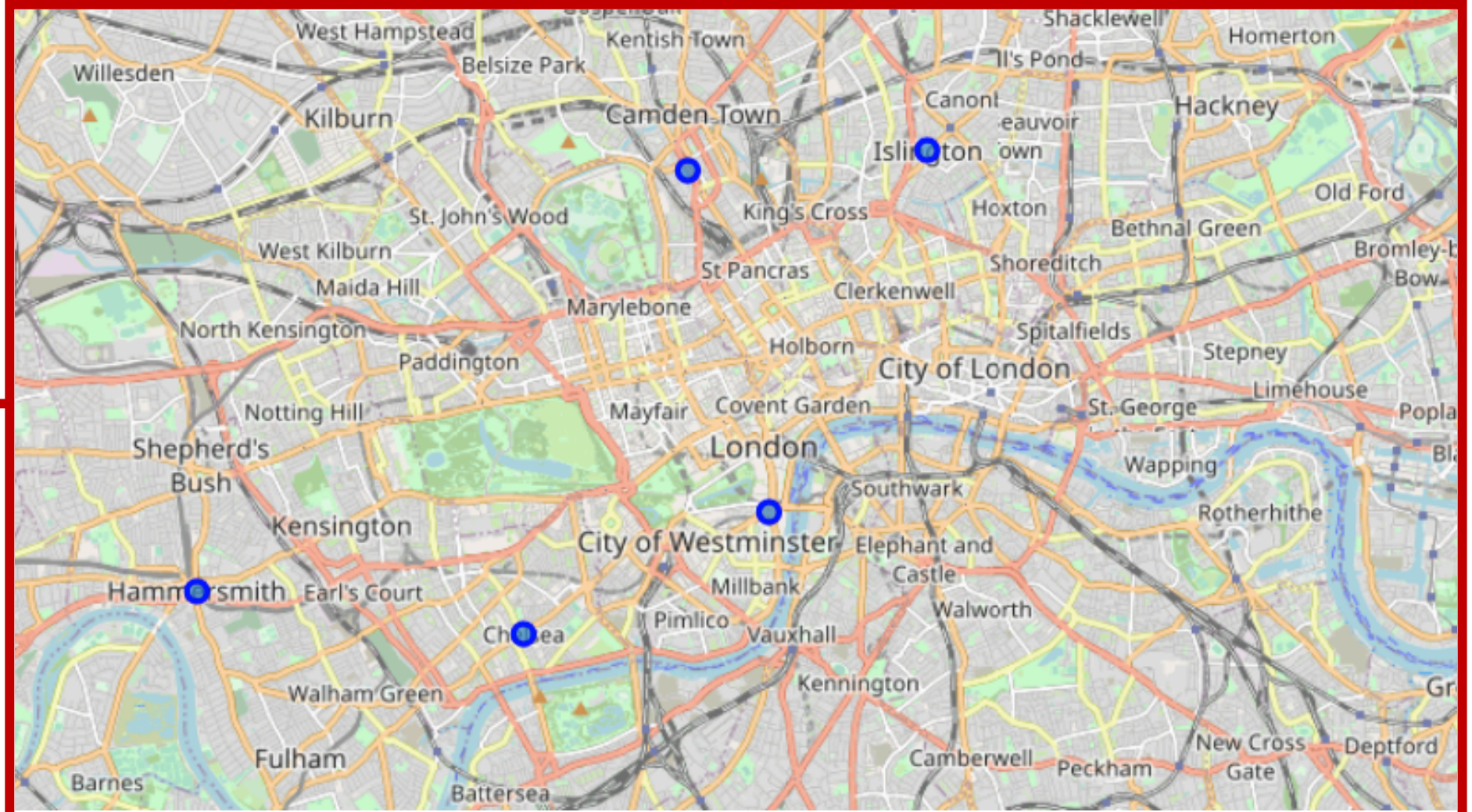
8. Haringey

9. Barnet

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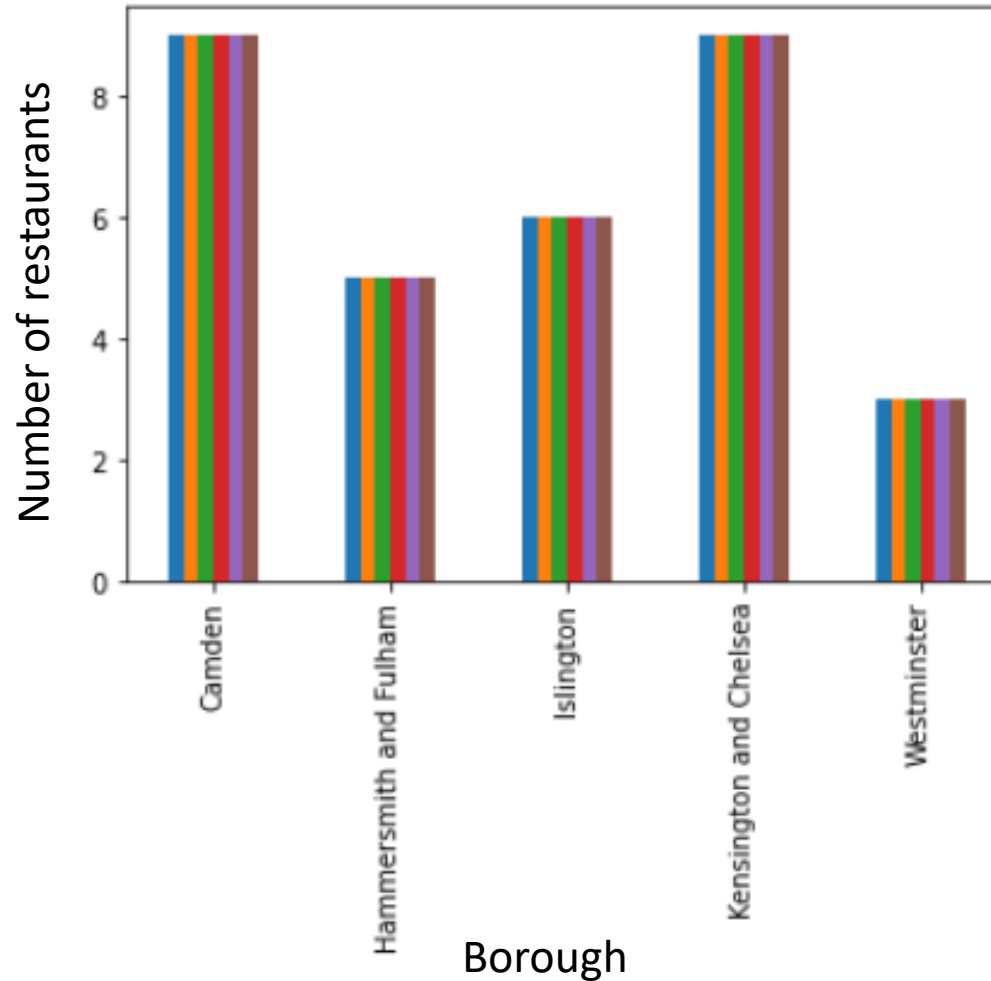


Top 5 most densely populated and wealthy London boroughs





Number of restaurants in the London Boroughs



1. Kensington & Chealsea

2. Camden

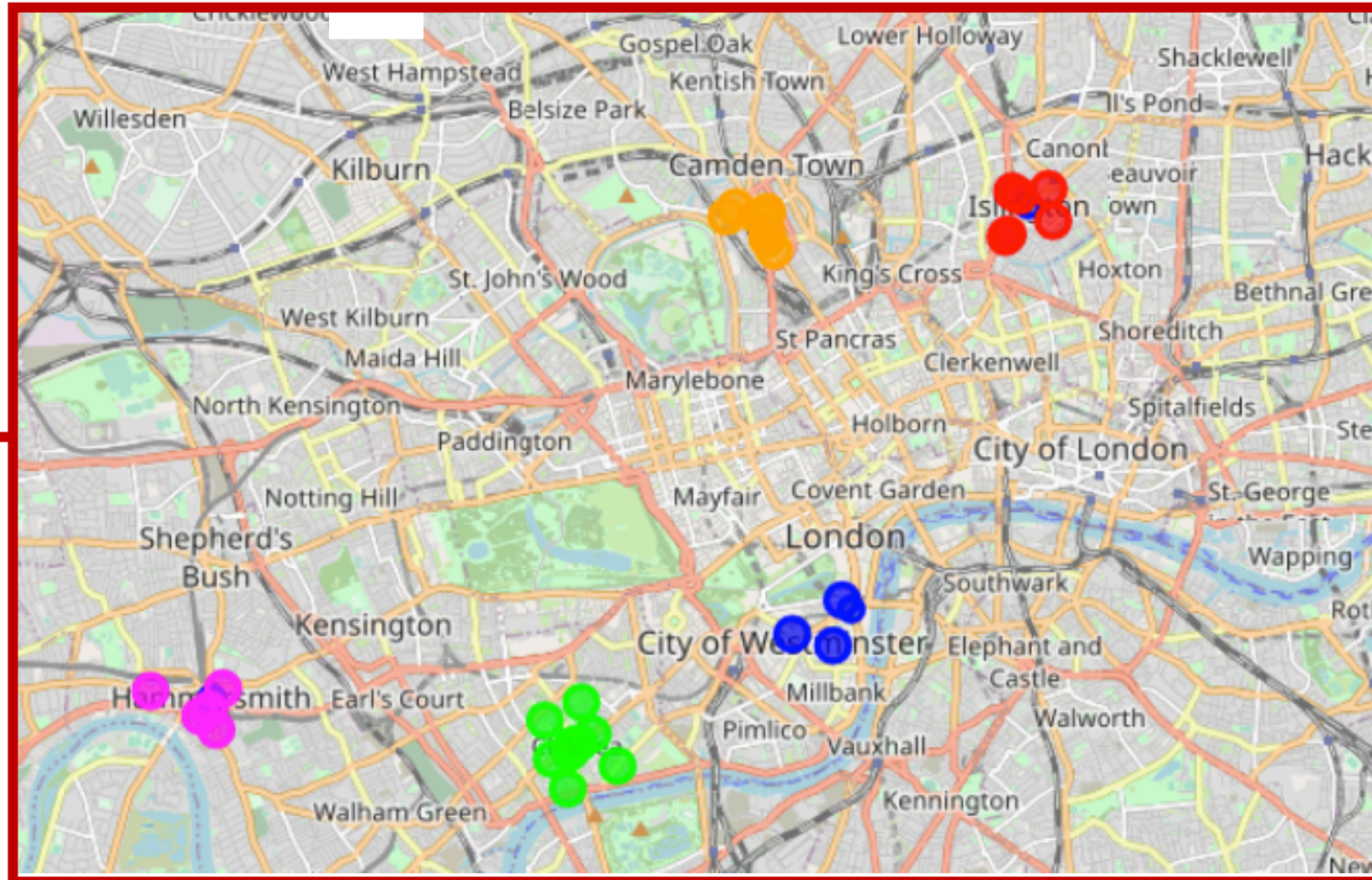
3. Isligton

4. Hammersmith & Fulham

5. Westminster



Location of restaurants in the top 5 most densely populated and wealthy London boroughs





Most trending venues in the London Boroughs

Camden

venue	freq
Coffee Shop	0.10
Pub	0.07
Greek Restaurant	0.07
Music Venue	0.07
Tea Room	0.07

Westminster

venue	freq
Historic Site	0.10
Outdoor Sculpture	0.10
Plaza	0.10
Hotel	0.07
Monument / Landmark	0.07

Kensington & Chelsea

venue	freq
Bakery	0.07
Japanese Restaurant	0.07
Italian Restaurant	0.07
Café	0.07
Ice Cream Shop	0.07

Hammersmith & Fulham

venue	freq
Pub	0.10
Coffee Shop	0.07
Creperie	0.03
Concert Hall	0.03
Grocery Store	0.03

Islington

venue	freq
Pub	0.10
Bakery	0.07
Theater	0.07
Burger Joint	0.07
Gym / Fitness Center	0.03

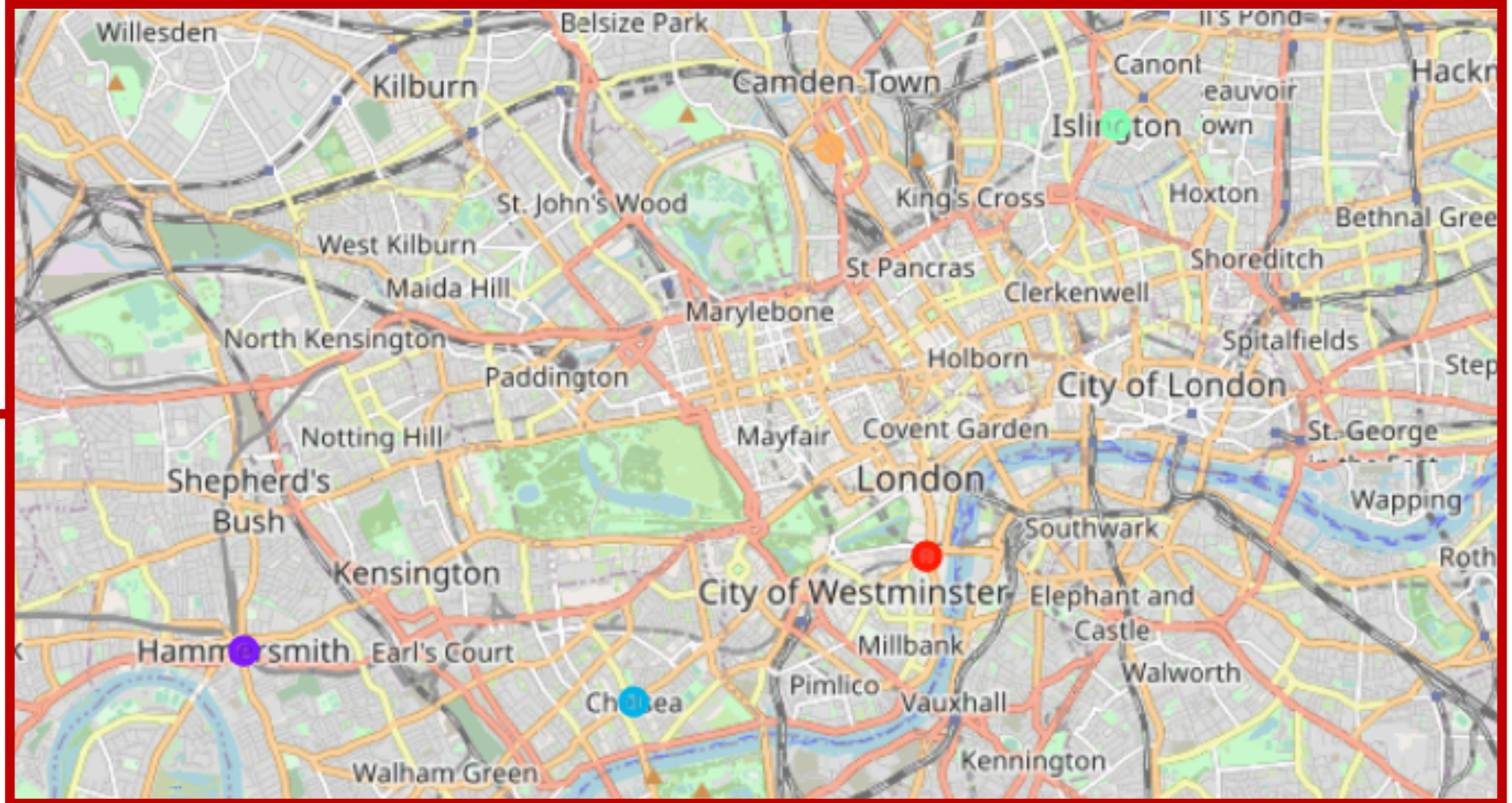


Boroughs top venues

Borough	1st Most Common Venue	2nd Most Common Venue	3rd Most Common Venue	4th Most Common Venue	5th Most Common Venue
Camden	Coffee Shop	Pub	Greek Restaurant	Tea Room	Music Venue
Hammersmith and Fulham	Pub	Coffee Shop	Hotel	Grocery Store	Food Truck
Islington	Pub	Bakery	Theater	Burger Joint	Yoga Studio
Kensington and Chelsea	French Restaurant	Ice Cream Shop	Bakery	Japanese Restaurant	English Restaurant
Westminster	Hotel	Plaza	Café	Garden	Historic Site



Borough clustered according to their top venues





Summary and conclusions

Property values indicate 10 boroughs as candidates to open a **luxury restaurant**.

The most **densely populated** area of London are Islington, Kensington & Chelsea, Hammersmith & Fulham, Camden, and Westminster.

Kensington & Chelsea have the **highest** number of restaurants. This could suggest more competitions.

Trending venues analyses showed that in **Kensington & Chelsea** the top 5 **trending** venues are all belonging to the category of **food and hospitality**. This indicates that, despite more competition, the hospitality sector in Kensington & Chelsea is **flourishing**. Wealth assessed on Mean property values also suggests **high profile costumers**.