

Capstone Project - The Battle of the Neighborhoods

1. Introduction

London is the capital city of United Kingdom with dense population. It has a huge variety of restaurants for every taste and, thus, to start a restaurant business in this area is not an easy task. Our stakeholder is willing to open an Indian restaurant in the London city with middle-high level prices.

Of course, choosing a location for business is one of the stressful and controversial tasks, since there are a lot of criteria that should be satisfied in order to achieve the highest revenue. Here are some of them:

- The density of other restaurants
- The density of specifically Indian restaurants
- Population density around the location
- Population density of specifically Asian community around the location
- Solvency of the population around the location

In this project, we will implement the basic analysis and try to find the most optimal Borough to open the Indian restaurant according to those criteria. It's obvious, that there are many additional factors, such as distance from parking places or distance from the main streets, but this analysis can be done after choosing the Borough, and thus will not be performed within the scope of this project.