

# FINDING THE OPTIMAL LOCATION FOR A BUSINESS

Nataliya Fotina

June, 2020

## Data Presentation

The presented project will use data obtained from the following sources:

1. Foursquare API: requesting data on this site allows you to get information about the most popular and visited places for each of the districts in the city of London. Using this service is necessary not only to determine the geographical location of the main attractions and objects, popular places of recreation for citizens, but also to get an idea of traffic, people's preferences, photos and reviews of a particular place.

2. Wikipedia web page "ethnic groups in London" ([https://en.wikipedia.org/wiki/Ethnic\\_groups\\_in\\_London](https://en.wikipedia.org/wiki/Ethnic_groups_in_London)): this site provides information about the ethnicity of the population of London, which is of great importance for solving this task. Data posted on the Wikipedia web page is cleared using BeautifulSoup4, and a table containing information about the Asian population of London is converted into a data frame. This data contains information about the immigrant population by region and nationality. The data obtained from this open source will be analyzed in order to identify the best location of the restaurant, determine the optimal venues for events, depending on the nationality of people living in each of the city's districts. It is suggested that people's sympathies vary depending on their nationality and that people from one particular country will be more attached to a place that corresponds to the environment and culture of their own countries.