



C R I M E S A N D H O U S E S A N A L Y S I S

London



Q U E S T I O N



Which one is the best zone in London?

Exploring the City of London: Crime, Real Estate, and Airbnb Analysis



Data Overview

Datasets used:

- Street-level crime data for the City of London.
- House price data filtered by relevant postcodes.
- Airbnb listings focused in the City of London area.

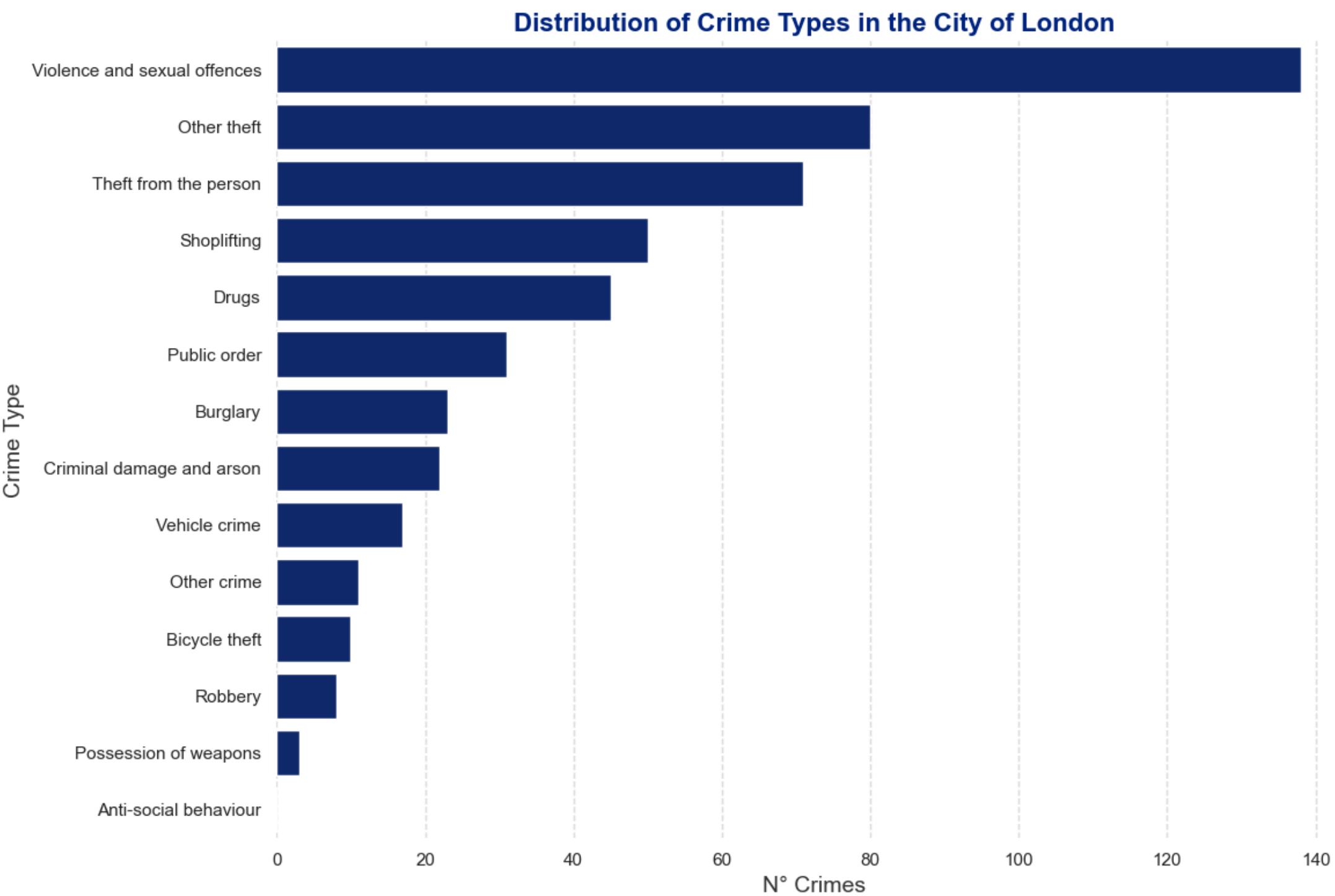
I have **filtered, removed duplicates**, and
standardized fields to ensure data quality.



Crime Distribution by Type

Here we see the ranking of **crime types** in the City of London, giving us a baseline for security concerns.

As we can see, the typology of **violent and sexual crimes** prevails in the graph, with almost 140 cases.



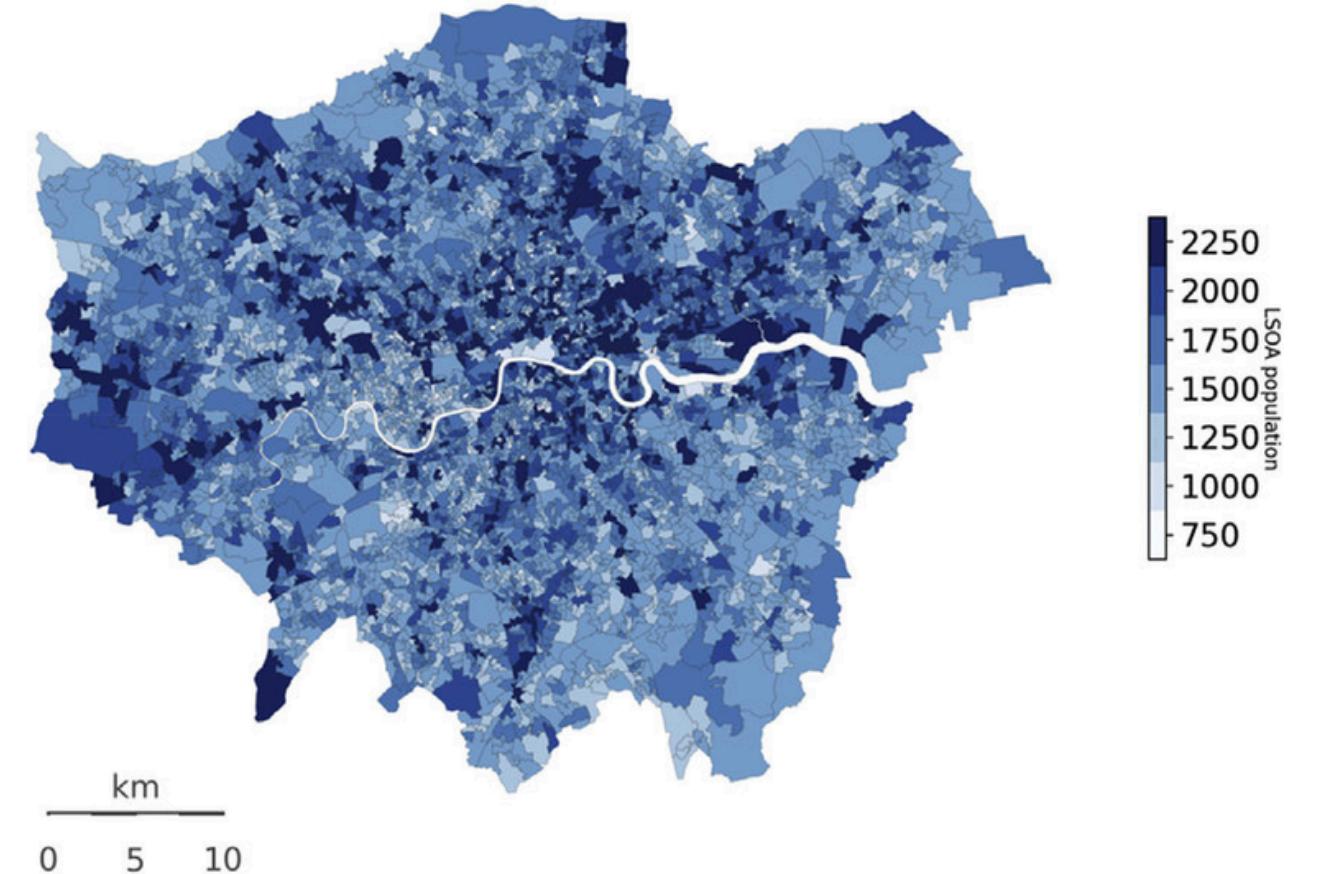
before we go any further we need to understand what LSOA is..

LSOA stands for **Lower Layer Super Output Area**. It is a geographic unit used in the **United Kingdom** to divide areas for statistical analysis and reporting, particularly by the Office for National Statistics (**ONS**).

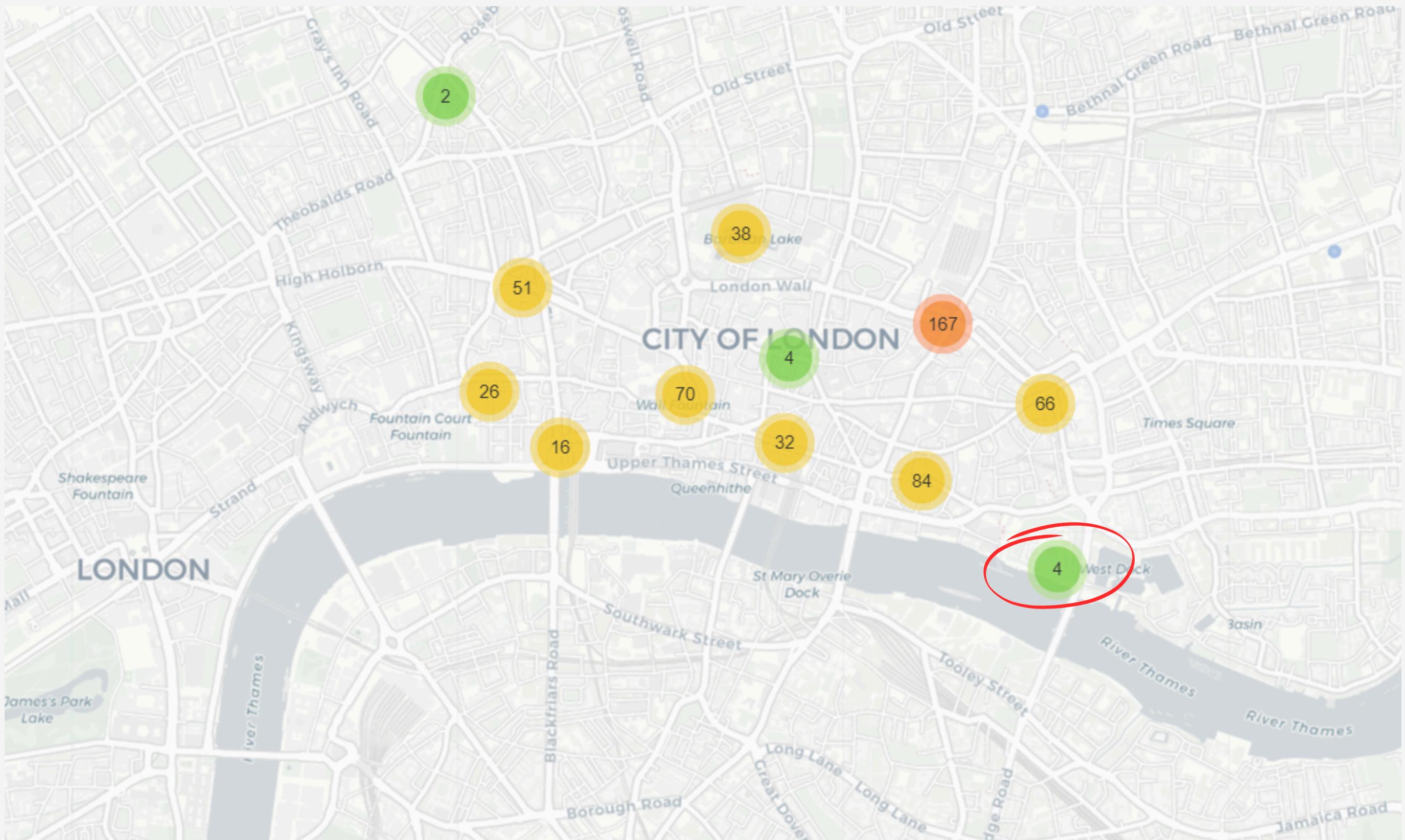
LSOA is a geographic unit in the UK designed for statistical reporting. Each LSOA typically contains **1,000-3,000 people.**"

Why It Matters?

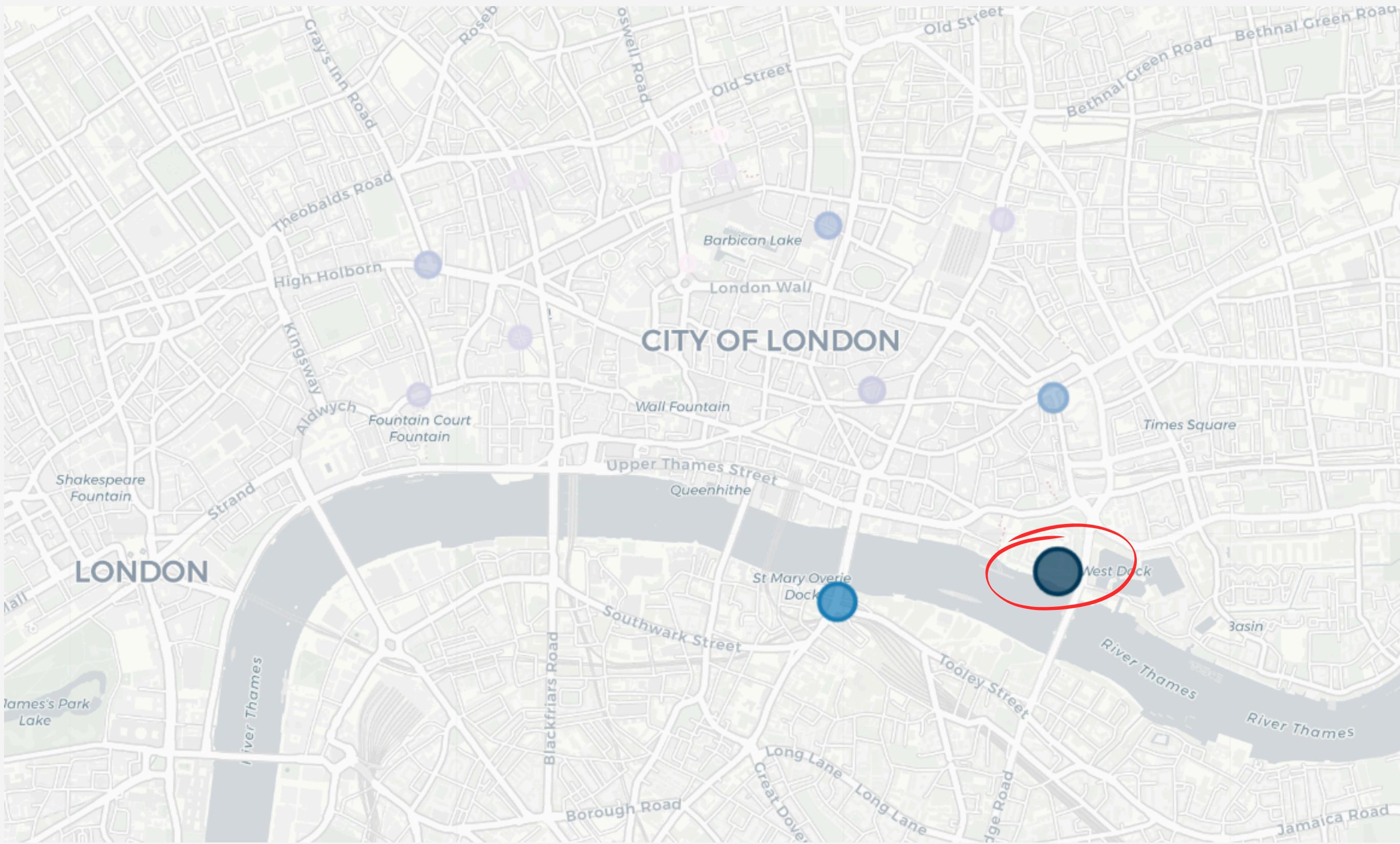
Using LSOAs allows us to analyze **localized data** for the City of London, helping to identify patterns in crime, property prices, and Airbnb rates.



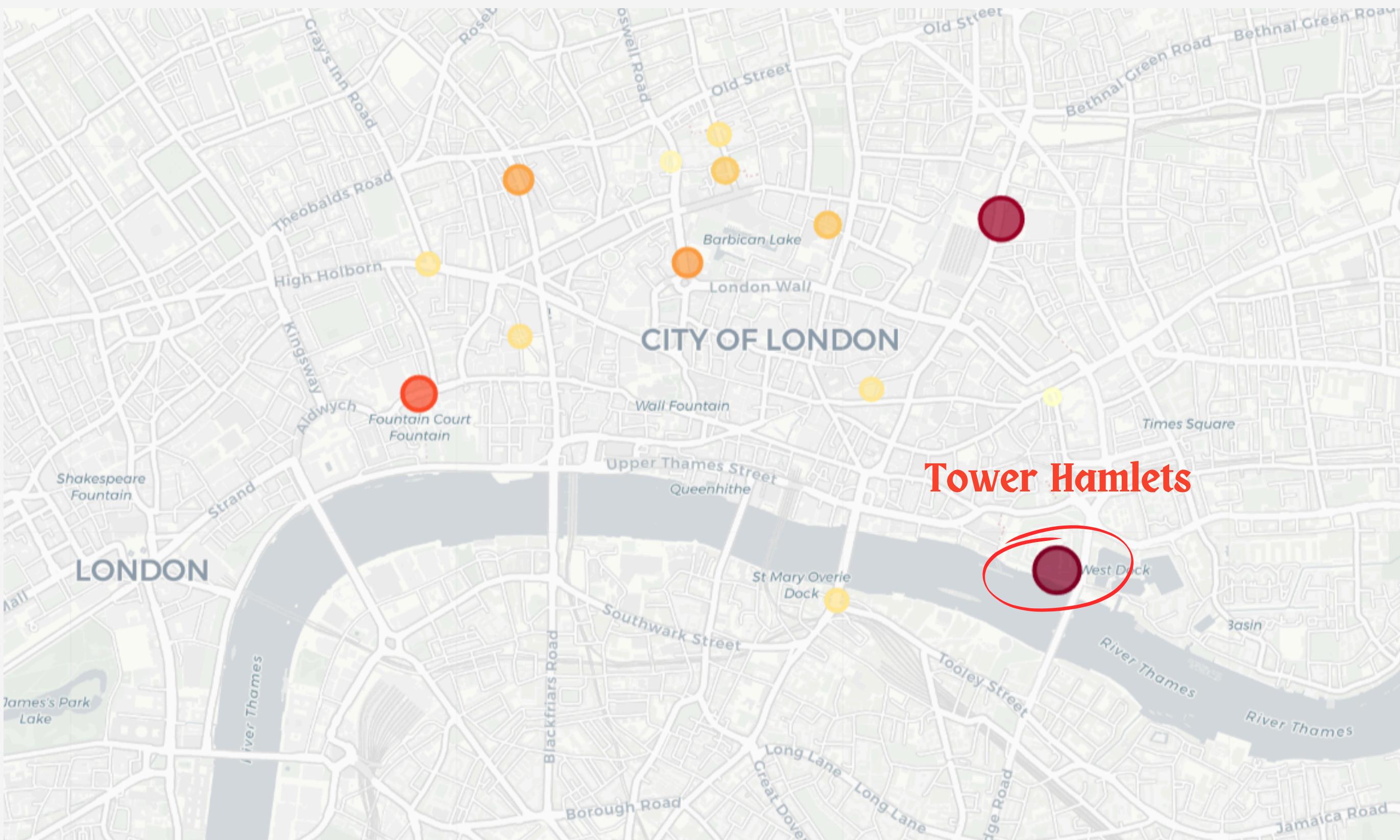
Spatial Visualization (Crime)



Spatial Visualization (BnB)



Spatial Visualization (Houses)



Tower Hamlets

Tower Hamlets is home to **Canary Wharf**, one of the UK's main **financial** districts, where some of the city's tallest **skyscrapers** stand.

Not only **finance**, but also **history** and **culture** find a home here, as Tower Hamlets is home to part of the Queen Elizabeth Olympic Park.

Interestingly, this borough boasts the largest British **Bangladeshi** community in the UK, which contributes to making the social fabric incredibly diverse

AVG Price House: 1.3M £

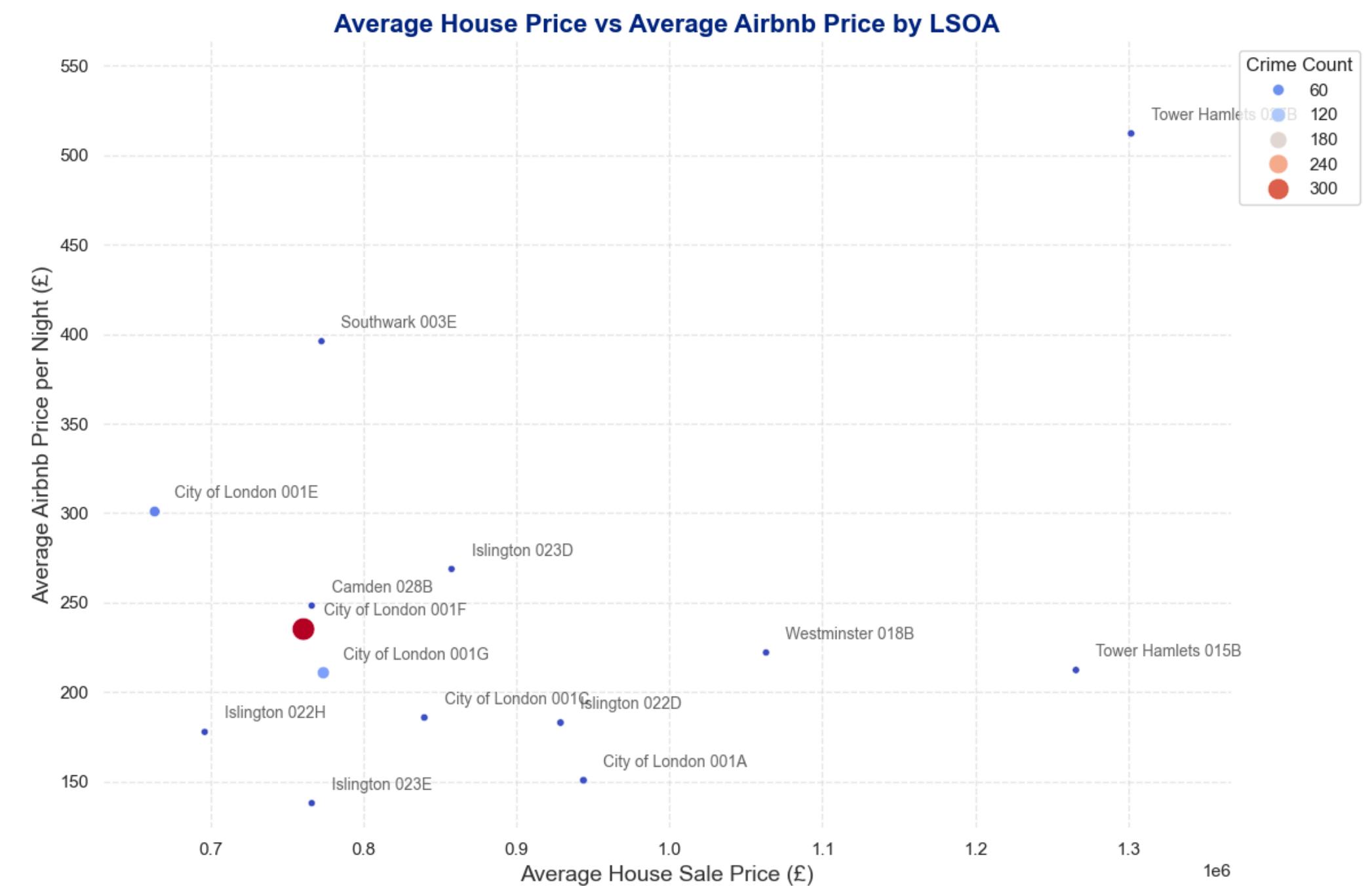
AVG Price AirBnB: 512 £/night



Average Home Price vs Average Airbnb Price by LSOA

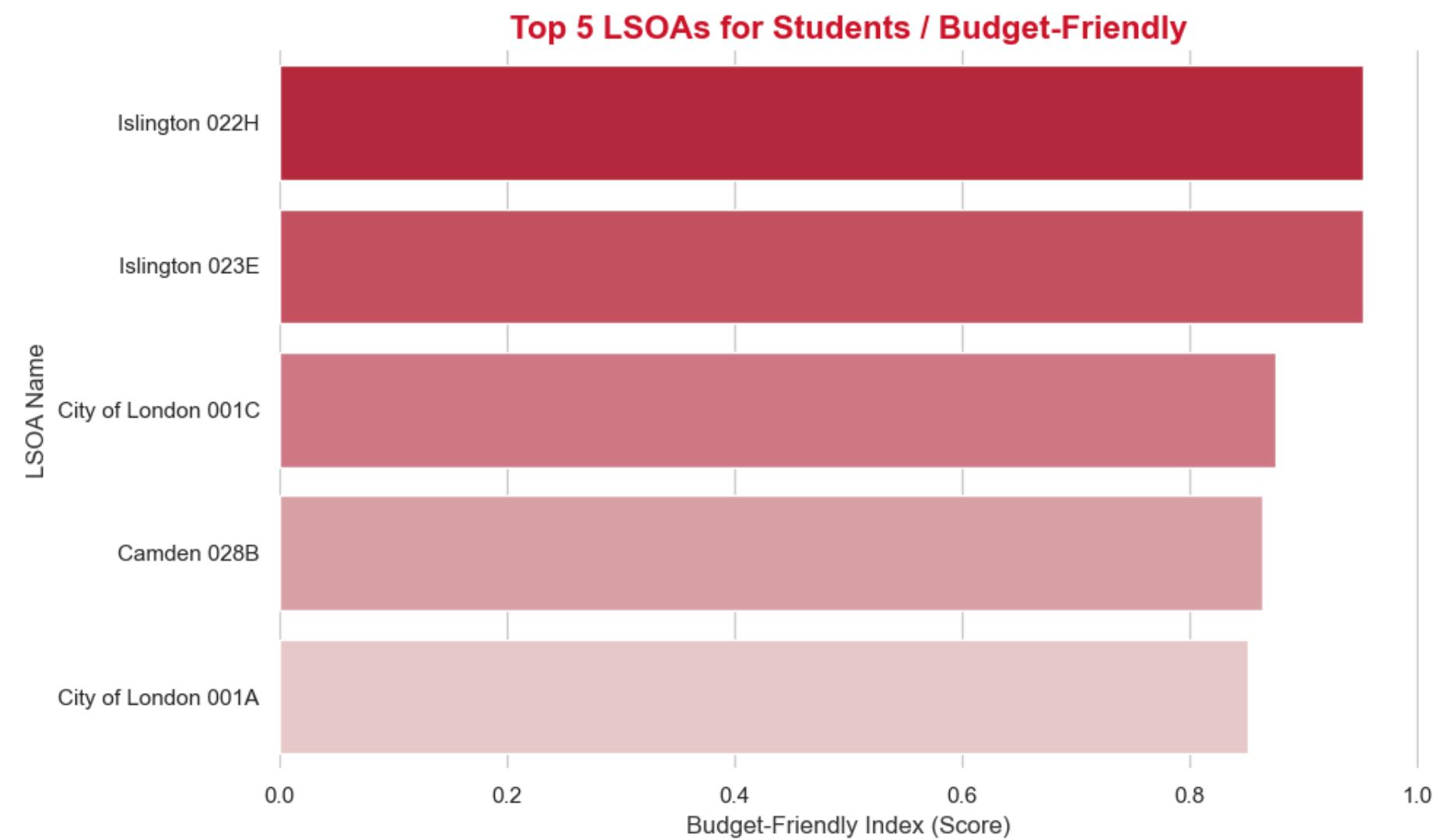
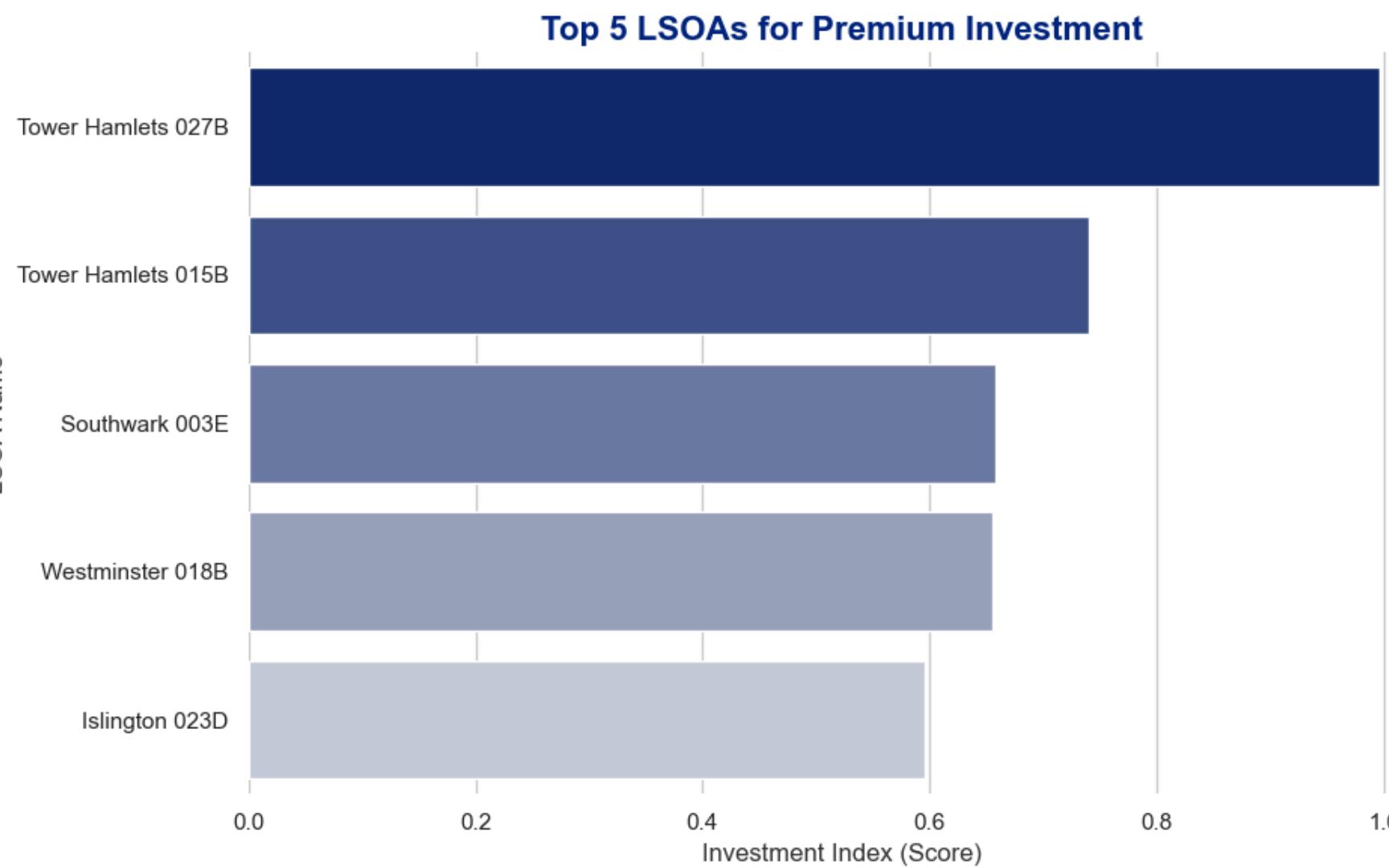
This scatter plot visualizes the **relationship** between average house sale prices and average Airbnb prices per night across various LSOA **regions**.

The size and color of the points indicate the crime count, where larger and redder points represent higher crime **levels**.



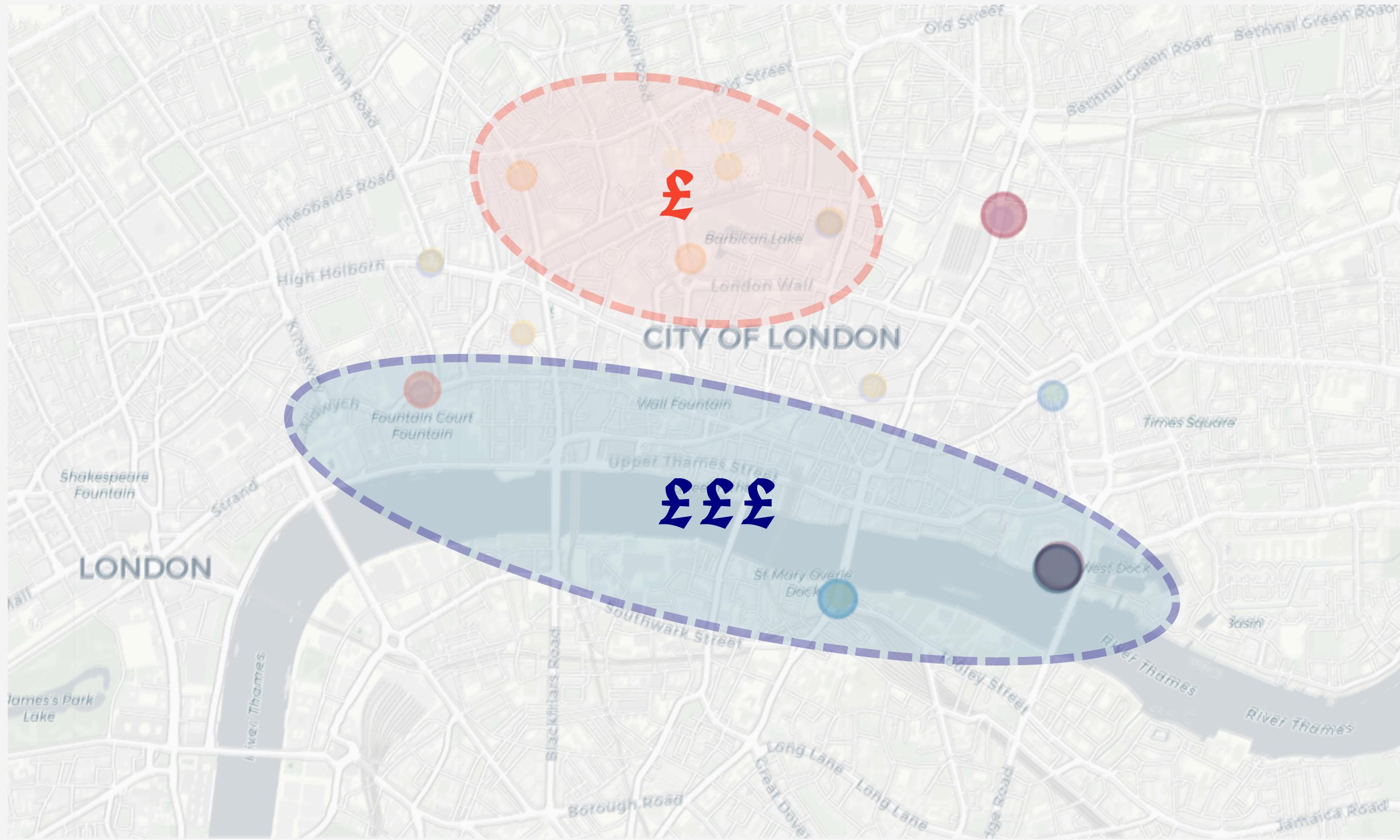
Top 5 LSOA

premium & student/budget



The index is calculated as a weighted combination of normalized variables: **crime rate** (inverted for safety), **house prices, and Airbnb** prices, where higher weights are assigned to safety for both indices, while price factors are adjusted based on the target group (**premium or budget-student**).

Areas



Thank You!

