

# Capstone Project – Battle of Neighbourhoods in London

## 1. Introduction

### 1.1 Background

Many people move from one place to another for various reasons like career, family etc. One of the attractive destinations is London. People who want to relocate from one location to another location need to go through many challenging steps. This will be even more challenging for people moving from different country. In addition, one need to select right location within in the city live in a new city people would consider many aspects which include, safety, schools, good transportation, distance to work location, medical facilities in the neighbourhood, and many more.

### 1.2 Problem definition

London as a city has many neighbourhoods with each one having different benefits to offer to the residents. One of the most important parameters for a person moving to London or any city is to select right neighbourhood which is safe for oneself and family.

The problem definition for this project is to identify the best boroughs (top three) on safety and perform analysis of its neighbourhoods for key venues. This is performed using crime data available from public sources across different boroughs of London using statistical data analysis methods.

### 1.3 Interested/Target audience

The people planning to relocate to London are the target audience for this project. These people will be interested to know the safe boroughs and associated neighbourhoods in London for relocation and also explore different venues in each neighbourhood that are of interest so that one can select most suitable neighbourhoods based on the venues of interest within safe boroughs identified.