**Introduction**

**Background**

London is a large city, a real metropolis where you can find many things and do many activities. There is a large amount of venues i.e. restaurants, pubs, sports centres etc. Many people would like to open their business in London. The right place to open a business is not an easy task. For this reason a thorough analysis is needed in order to take a well-informed decision.

London includes many boroughs where some of them belong to inner London and some of them in the outer area. Different boroughs have different preferences with respect to the different venues that exist in their area. Furthermore the rent price is an important factor in choosing the right place to open a business.

**Problem**

Deciding the right place of opening a business is not an easy task. Many variables or parameters could be taking into account. The preferences of the citizens of a borough is quite important while the price of rent plays a significant role.

**Interest**

The interest of solving the above problem could be appealing to the following two categories of persons:

1. Persons that would like to open a new business in the area outside of London.

2. Business owners in this area that are thinking of change the location of their business.