Location for opening a restaurant chain in London

Introduction

To find the safer districts of London for opening a restaurant

1.The task at hand

A restaurant owner wants to open a chain of restaurants in the City of London. The restaurant owner has asked the advice to carry out research using the designs to find one of the safest district of London. A safe district is likely to house generally the more affluent in society. This might mean less chances of vandalism and store break-ins for the business. It will also mean relatively higher selling prices of houses. This means the social attitudes and buying power of this neighbourhood is likely going to be high. This might be more customers will be visiting the restaurant and hence therefore more business for the restaurant owner.

Criteria

The crime statistics dataset with the breakdown of crimes in each of the boroughs will be looked at. This will be a period up till 2016. This will give a good indication of the trend, even though we are in 2020.

The research aims to get the safest burrow in London exploring the number of crimes in each of the neighbourhood. As a means of statistical inference, k-means clustering will be actually used to study the data.

Why Data?

Without leveraging data to make decisions about new restaurant locations, the chain owner could spend countless hours walking around districts, consulting many real estate agents with their own district biases, and end up opening in yet another location that is not ideal.

Data will provide better answers and better solutions to their task at hand.

Outcomes

The goal is to identify the best areas of London to open new restaurants as part of the chain's plan. The results will be translated to management in a simple form that will convey the data-driven analysis for the best location to open a restaurant.