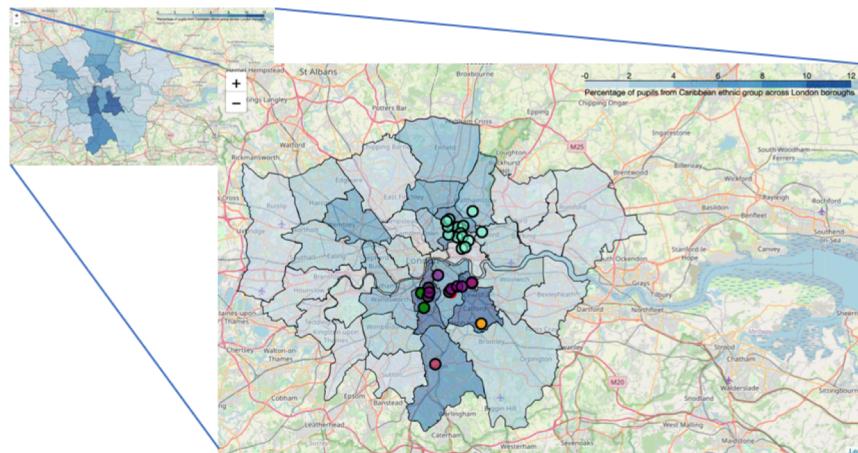


**Everyone loves the food that grew up with.**

**A case study: Where to open a Caribbean food store in London?**



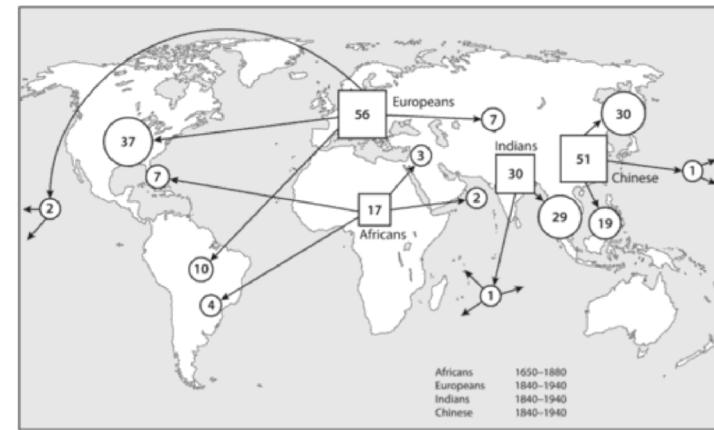
Capstone project

Izabela Przezdzik

# Introduction

- Cultivating culture in which you grew up is important for people who live abroad. Taste of things that you learnt as a child will stay with you. You may discover new tastes, but they will not be replaced and you will come back to those acquired from your home over and over again.
- People have migrated throughout the history (Manning, 2015). That is not a new phenomenon.

You live in a foreign country. You have your own family and children and you want your children to know what is a typical food for breakfast, or what cake for holiday.



Map 12.9

Global migration after 1850. The numbers in the squares represent numbers of emigrants, in millions; the numbers in circles represent numbers of immigrants, in millions.

Thus, **as an investor** (whether you are a migrant yourself or not), **you would like to open a specialized food-related business:** a food store, or a small restaurant, where people can get fresh food.

# Approach used in this case study

## **What is a right place to open your new business?**

There are few factors that you should consider:

- 1) Where are your customers?
- 2) Where will your business have a good chance to be successful?  
(i.e. you might not want to open another bike shop on a street of full of bike shops, unless you have something really specific and unique to offer). In other words, what other similar venues already exist in the area.

# Data used in this case study

**What is a right place?**



a city of London (known for its cultural diversity)

1) Where are your customers?



Percentage of Pupils by Ethnic Group in London Boroughs

to understand in which boroughs of London, the Caribbean community and parents are likely to visit (e.g. to pick up children from primary school). This is a proxy of knowing where the potential customers are.

2) Where will your business have a good chance to be successful?  
(i.e. you might not want to open another bike shop on a street of full of bike shops, unless you have something really specific and unique to offer). In other words, what other similar venues already exist in the area.



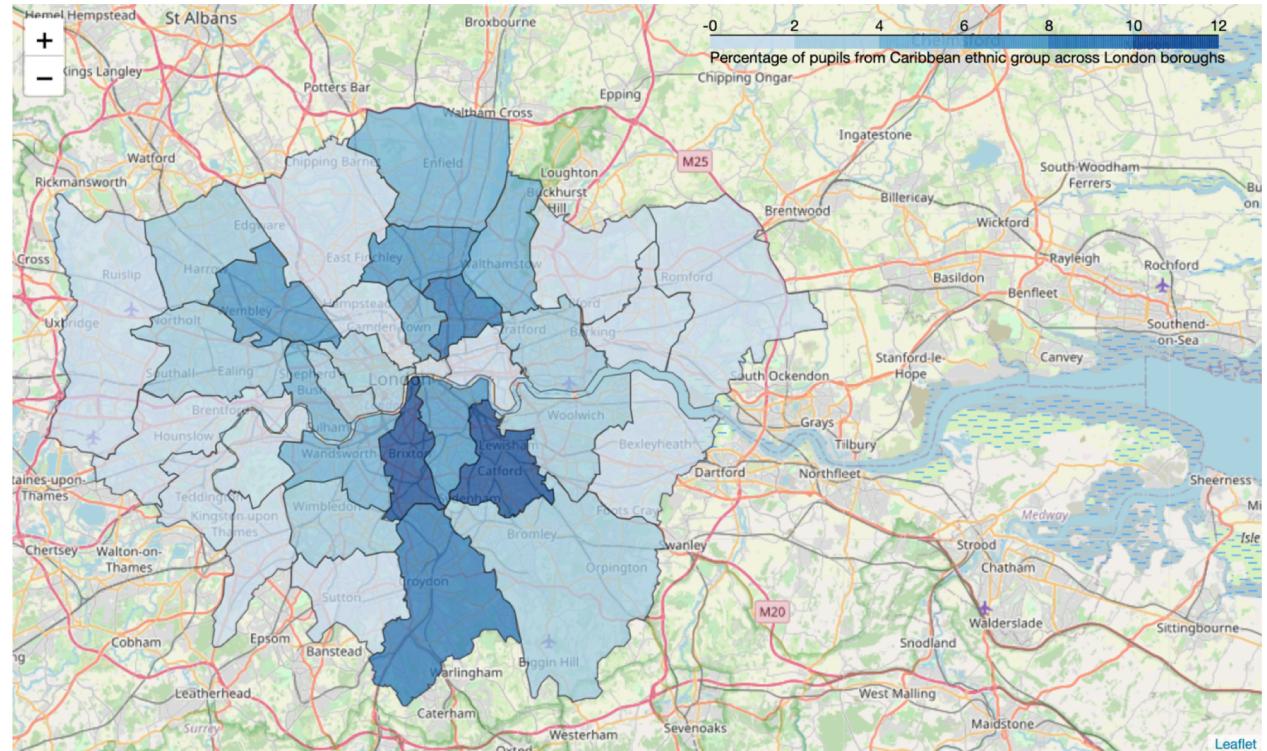
information from the Foursquare API

# Results 1: Caribbean community

Sub-selecting the areas that are most likely attended by Caribbean community.

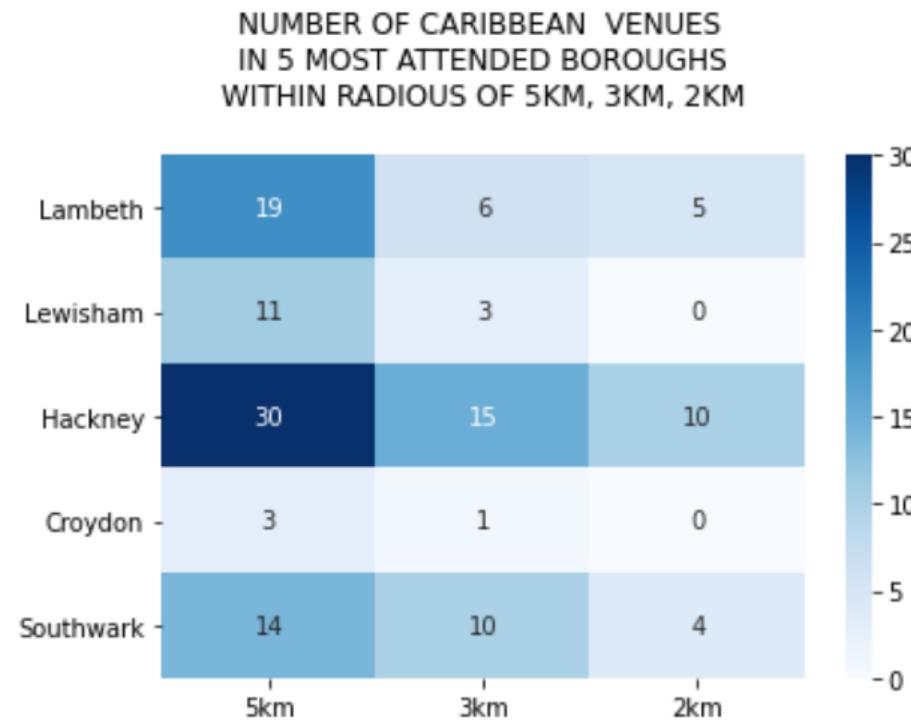
The top five (out of 45) boroughs indicated the following areas:

1. **Lambeth**
2. **Lewisham**
3. **Hackney**
4. **Croydon**
5. **Southwark**



## Results 2: Number of venues in selected areas

The results of the Foursquare API indicated the following information about the similar venues already existing in a particular borough.



- 1<sup>st</sup> place: Hackney, the borough that has consistently the most venues across all thresholds.**
- 2<sup>nd</sup> place: Southwark and Lambeth, on the second place in terms of number of existing venues.**
- 3<sup>rd</sup> place: Lewisham and Croydon, the boroughs with the lowest number of existing venues**

# Results 3: A relationship between number of existing venues and number of students

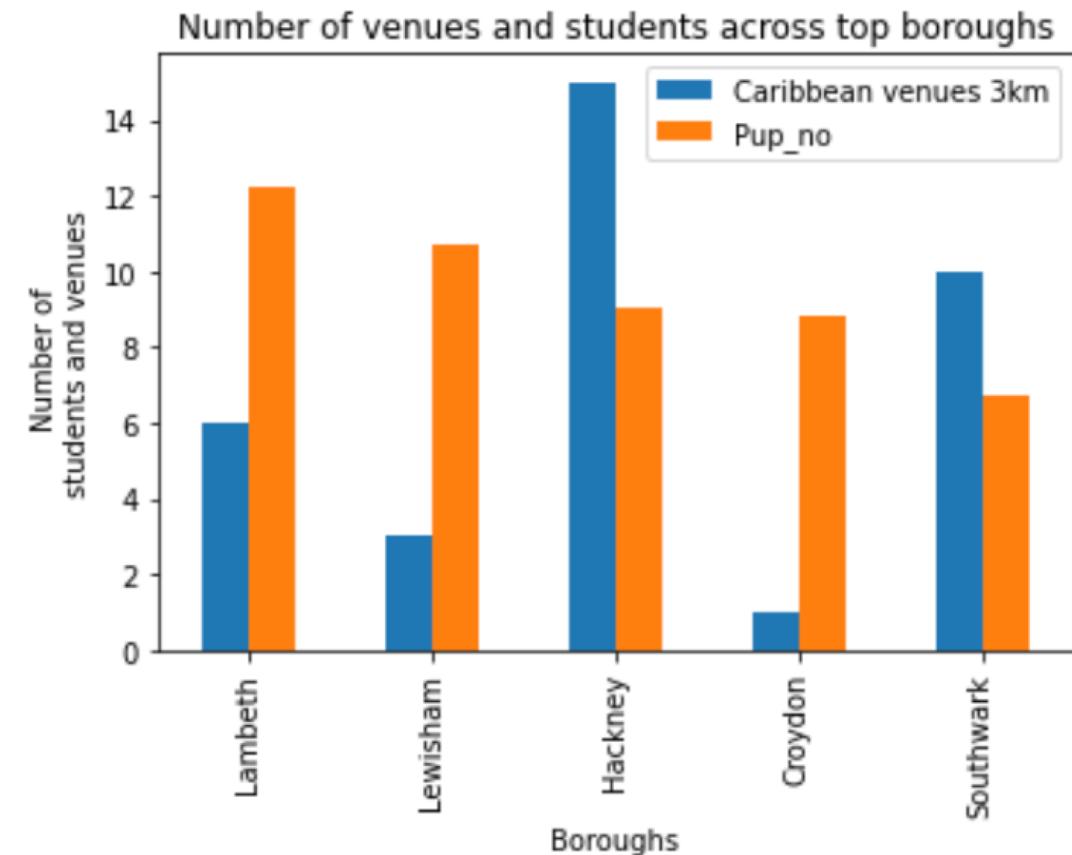
The aggregated the results of number of pupils and the number of already existing similar places suggest two patterns:

## Pattern 1:

areas that have **high number of students and low number of venues** (these are Lambeth, Lewisham, and Croydon, respectively).

## Pattern 2:

areas that have **high number venues and the low number of students** (considering it locally and globally i.e. in respect to all five boroughs). These are Hackney and Southwark.



# Conclusion

Based on available data and analyses **a recommendation** could be made on where to open a Caribbean food-related business:

Best suited for opening a new business:

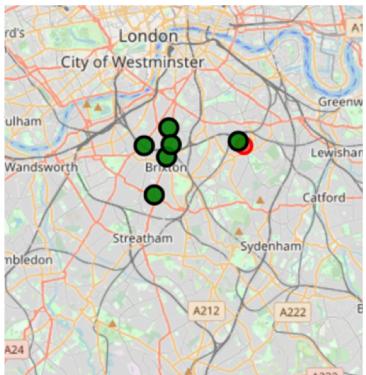
- **Lambeth, Lewisham, and Croydon**, respectively are the areas that would be best suited for opening a new business, as there is not much competition, while the number of Caribbean community members is high.

Potentially very good places if very unique and specialized offer:

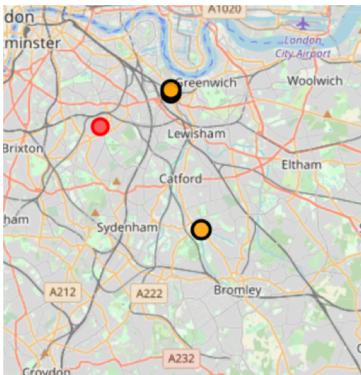
- **Hackney and Southwark**, could potentially be also good places - however - the business would have to be a very unique and specialized offer, as there is much competition, and the number of Caribbean community members steadily goes down.

# Conclusion

- Investigate the precise location as spatial location of the already existing businesses could be a factor in final decision.



**Lambeth**



**Lewisham**



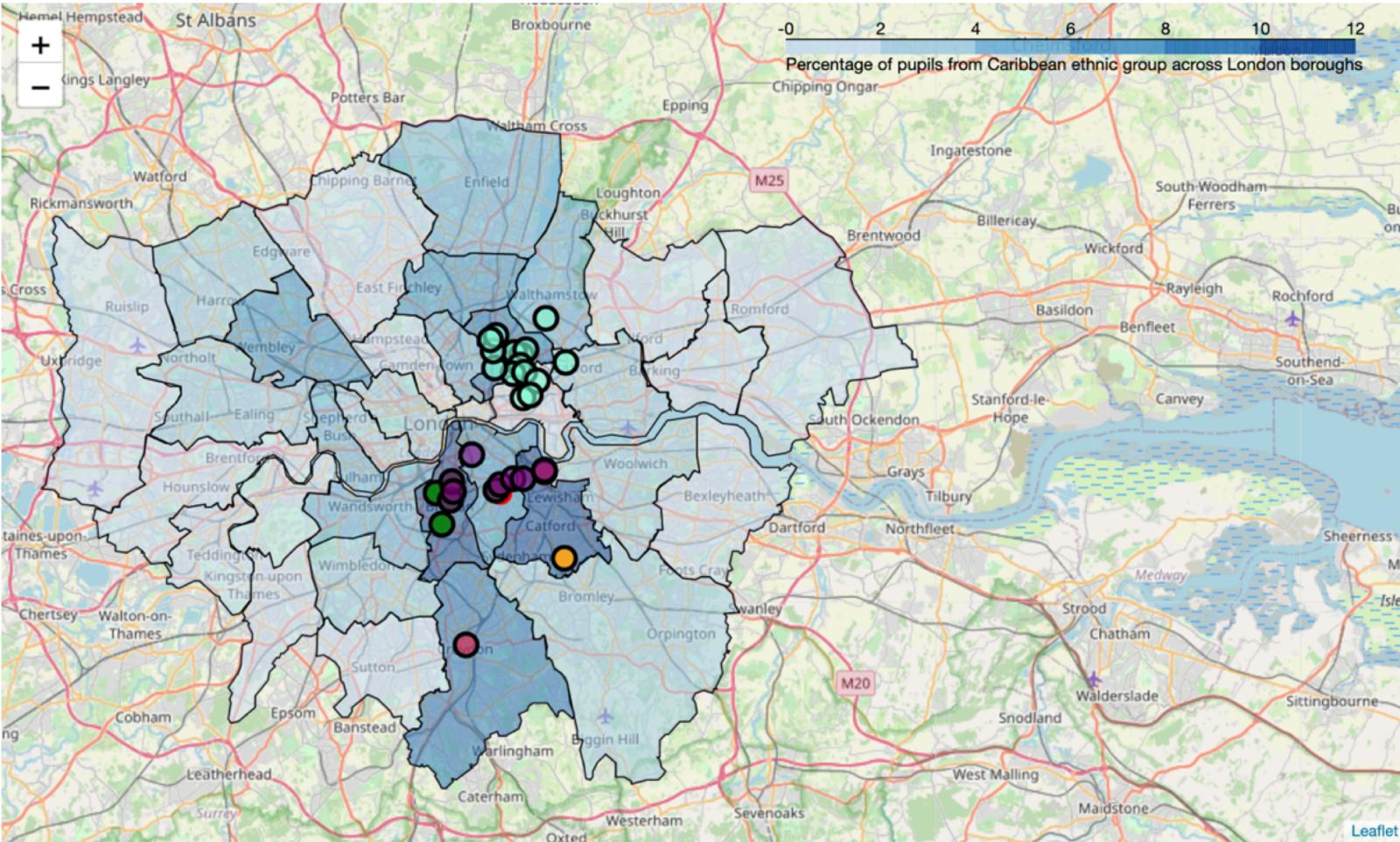
**Hackney**



**Croydon**



**Southwark**



# Resources and Methods

- Jupyter notebook
- Folium library
- Pandas
- Matplotlib
- Seaborn
- Choropleth Maps

Manning, P. (2015). Migration in human history. In D. Christian (Ed.), *The Cambridge World History (The Cambridge World History*, pp. 277-310). Cambridge: Cambridge University Press.  
doi:10.1017/CBO9781139194662.013

BBC website (2021) Patterns of migration. Available at:  
<https://www.bbc.co.uk/bitesize/guides/z8x6wxs/revision/3>

Percentage of Pupils by Ethnic Group in London Boroughs. Available at:  
<https://data.london.gov.uk/dataset/percentage-pupils-ethnic-group-borough>

London Boroughs boundaries. Available at: <https://skgrange.github.io/data.html>

**Details of this analysis can be found in Jupyter notebook, at  
<https://github.com/hpcgir188/Capstone-Project---The-Battle-of-Neighborhoods-Week-2-.git>**