Everyone loves the food that grew up with.

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

**Introduction/Business Problem**

**Definition of a problem.**

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. This is great, as this provides the strong point for cultivating and preserving the culture – and its culinary aspect -, which is an important part of it.

People have migrated throughout the history (Manning,2015). That is not a new phenomenon. However, these days especially, the world became readily accessible and the re-location is very common (<https://www.bbc.co.uk/bitesize/guides/z8x6wxs/revision/3>). Imagine, perhaps dues to career opportunity **(economic migration**) or you want to be closer to family or friends (**social migration**), you left and now 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.

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. But, what is a right place to open your new business? There are few factors that you should consider:

* First, where are your customers?
* Second, 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).

These two aspects are integral part of the current analysis.

Overall, this project explicitly relates to investors who would like to open a new food- oriented business. Perhaps, wanted to invest in something that makes a personal connection with where they come from. This analysis would be of interest to them, as it is crucial to know where are customers, and where are already similar existing places.

**Data**

In order to approach this problem (and this is just a case example, that could be performed in other places and concerned different ethnic groups and cultures) we need to choose a big city and specify target customers (i.e. ethnic community members). For this case, I chose a city of London, which is a big city, known for its cultural diversity, and I decided to focus on Caribbean community and culture, since there is available data and there is a lot of migrants living in the city.

To characterize the distribution of the target community members, the most current dataset containing Percentage of Pupils by Ethnic Group in London Boroughs will be used (openly available at: <https://data.london.gov.uk/dataset/percentage-pupils-ethnic-group-borough> Percentage of Pupils by Ethnic Group, Borough, in 2019) will be used in the analysis. Using this data set, it will be possible 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.

In addition, to investigate geographically based areas, the boundaries of the boroughs have to be defined. To that end, the JSON file of London Boroughs boundaries (https://skgrange.github.io/data.html) will be used.

After investigation of the distribution of the target community members (and potential customers) across London, the most likely attended boroughs will be investigated with more scrutiny. This will provide the information about similar existing businesses in the area. For this, the information from the Foursquare API will be utilized.

**References:**

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

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