



By Hrushik Tadvai

Coursers Capstone Project



Objectives

- Identify the best locations In Harrow to establish a new venue
- Identify which type of cuisine is most popular among locals.

Data Gathered

Sources

- Wikipedia for London postcodes and neighbourhood:https://en.wikipedia.org/wiki/List_of_areas_of_London
- Geocoder package to identify corresponding latitude and longitude coordinates
- FourSquare API to gather relevant venues

	PostalCode	Borough	Neighbourhood	Location	Latitude	Longitude
0	BR1	Bromley	BROMLEY, BROMLEY, BROMLEY	Plaistow, Sundridge, Widmore (also Widmore Green)	51.411353	0.009439
1	BR1	Bromley[35]	BROMLEY	Bromley	51.431820	-0.016566
2	BR1	Lewisham	BROMLEY	Downham	51.431820	-0.016566
3	BR2	Bromley	BROMLEY, KESTON, KESTON, BROMLEY	Hayes, Keston, Leaves Green, Southborough	51.405730	0.015060
4	BR3	Bromley	BECKENHAM, BECKENHAM	Eden Park, Elmers End	51.407250	-0.027790

	Neighborhood	Neighbourhood Latitude	Neighbourhood Longitude	Venue	Venue Latitude	Venue Longitude	Venue Category
0	HARROW, HARROW	51.567891	-0.339483	The Dolls House	51.571992	-0.338525	Café
1	HARROW, HARROW	51.567891	-0.339483	Cafe Cafe	51.570247	-0.339739	Bar
2	HARROW, HARROW	51.567891	-0.339483	The White Horse	51.570284	-0.345356	Gastropub
3	HARROW, HARROW	51.567891	-0.339483	The Old Etonian	51.572104	-0.338282	French Restaurant
4	HARROW, HARROW	51.567891	-0.339483	Battels	51.571443	-0.338886	Coffee Shop

Exploratory Data Analysis

	Neighbourhood	Latitude	Longitude	Venue	Latitude	Longitude	Category
	HARROW	100	100	100	100	100	100
	HARROW, HARROW	24	24	24	24	24	24
	PINNER, PINNER, PINNER	4	4	4	4	4	4
	STANMORE	25	25	25	25	25	25

	Neighborhood	1st Most Common Venue	2nd Most Common Venue	3rd Most Common Venue	4th Most Common Venue	5th Most Common Venue	6th Most Common Venue	7th Most Common Venue	8th Most Common Venue	9th Most Common Venue	10th Most Common Venue
0	HARROW	Coffee Shop	Pub	Sandwich Place	Italian Restaurant	Japanese Restaurant	Hotel	Restaurant	Wine Bar	Falafel Restaurant	Building
1	HARROW, HARROW	Italian Restaurant	Coffee Shop	French Restaurant	Pub	Bar	Gastropub	Café	Event Space	Falafel Restaurant	Fast Food Restaurant
2	PINNER, PINNER, PINNER	Karaoke Bar	Furniture / Home Store	Supermarket	Park	Wine Bar	Convenience Store	Gym	Grocery Store	Gastropub	Garden
3	STANMORE	Café	Bus Stop	Turkish Restaurant	Italian Restaurant	Indian Restaurant	Lounge	Metro Station	Middle Eastern Restaurant	Convenience Store	Park

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----HARROW----
venue freq
0 Coffee Shop 0.11
1 Pub 0.11
2 Italian Restaurant 0.07
3 Sandwich Place 0.07
4 Restaurant 0.03

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----HARROW, HARROW----
venue freq
0 Italian Restaurant 0.25
1 Café 0.12
2 French Restaurant 0.12
3 Coffee Shop 0.12
4 Gastropub 0.12

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----PINNER, PINNER, PINNER----
venue freq
0 Karaoke Bar 0.25
1 Furniture / Home Store 0.25
2 Supermarket 0.25
3 Park 0.25
4 American Restaurant 0.00

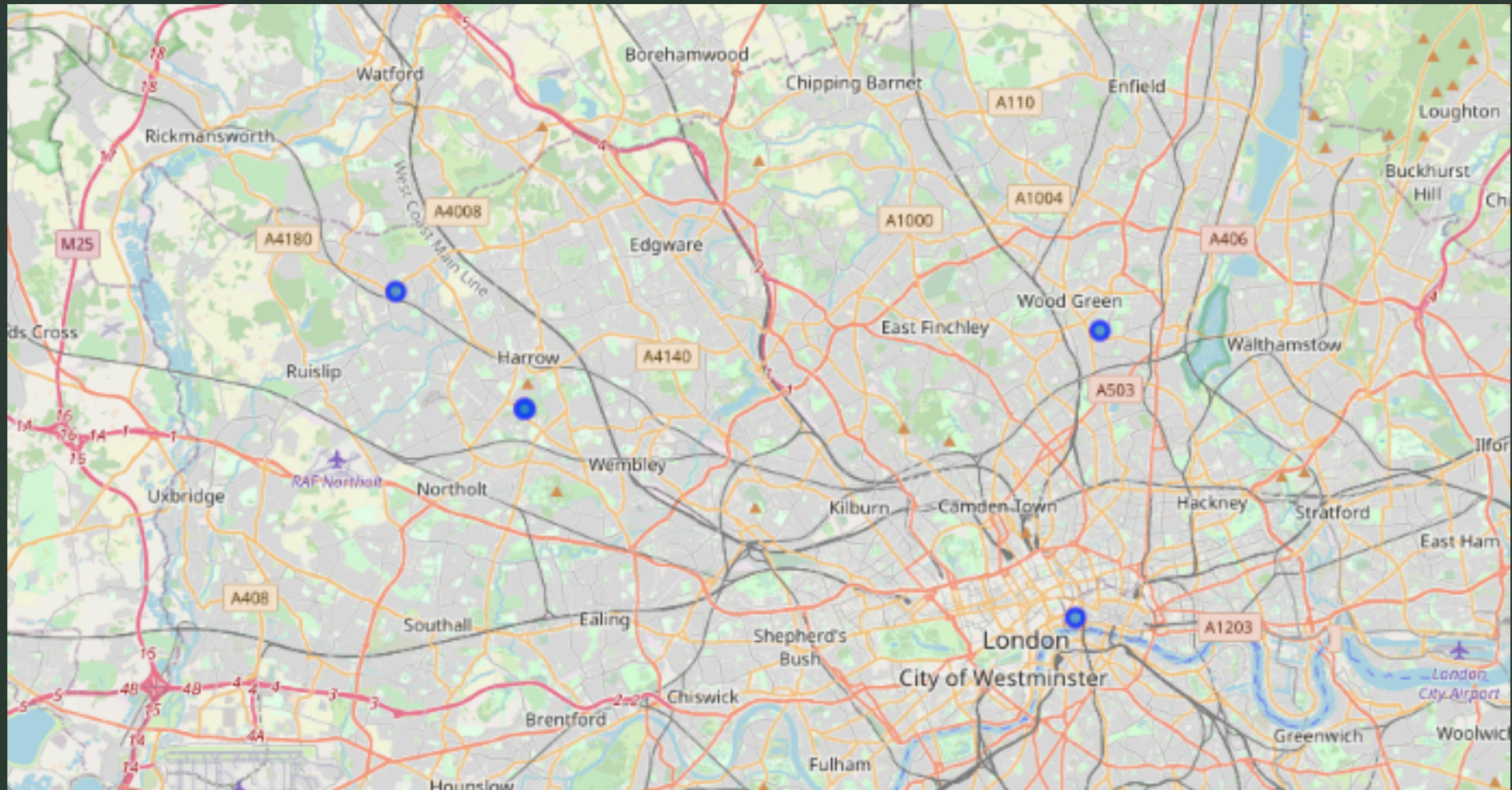
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----STANMORE----
venue freq
0 Café 0.16
1 Bus Stop 0.16
2 Turkish Restaurant 0.12
3 Italian Restaurant 0.08
4 Bar 0.04

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Visualization



Conclusion

- The Best area to Invest into is the Pinner neighborhood in harrow due to low competition and large population
- The best type of cuisine to serve is Italian as it is frequent and popular with local residents.