

CAPSTONE PROJECT

The best place for a new Asian restaurant



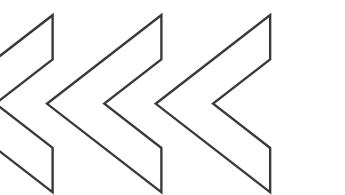
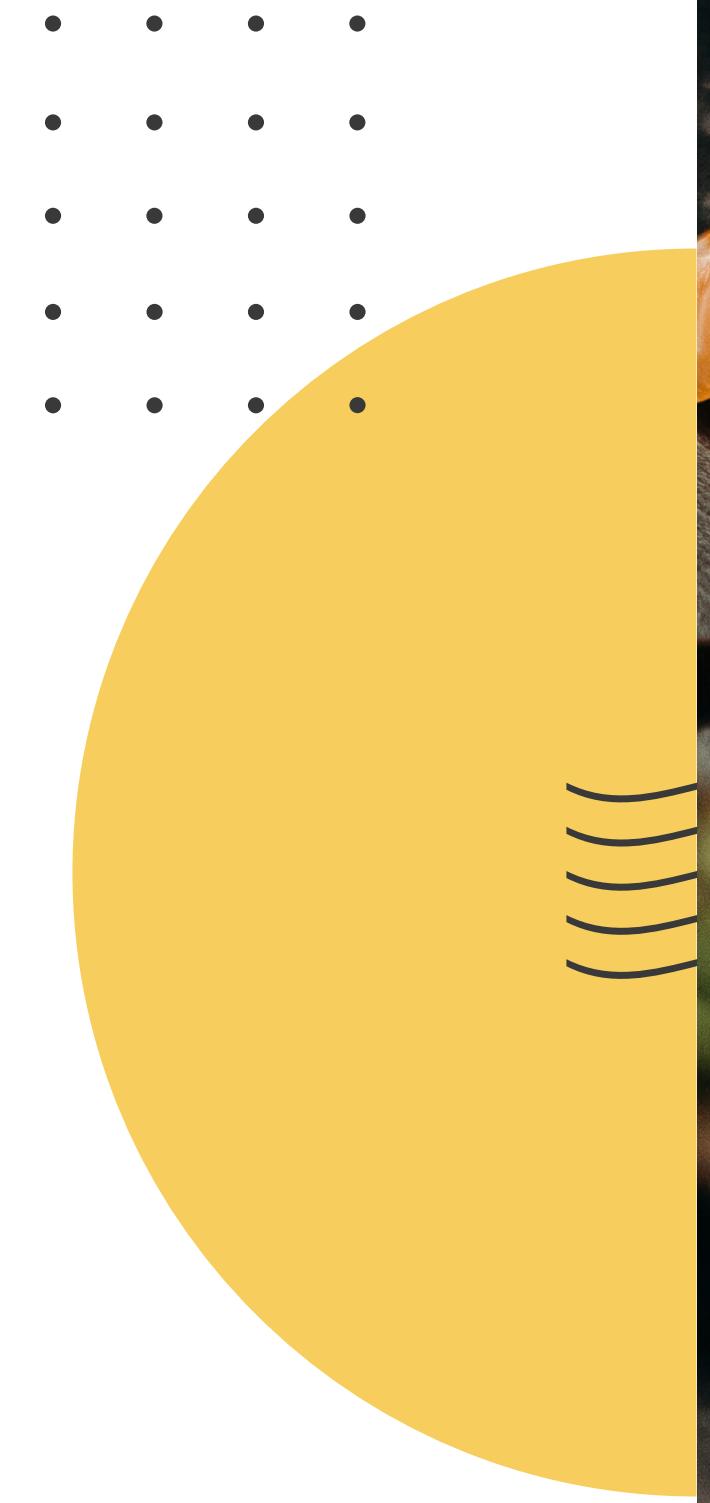
INTRODUCTION

London is a true multicultural city with one of the greatest ethnic diversity in the world. A cosmopolitan center. "Ethnic diversity makes Britain's culture great" according to The Guardian. Besides being a cultural center, it is also an important financial center, a very attractive place for a new business.

London is the largest city on the European continent and one of the largest in the world, with a population of more than 8,100,000 inhabitants, according to the 2011 census, divided between the city of London and 32 neighborhoods.

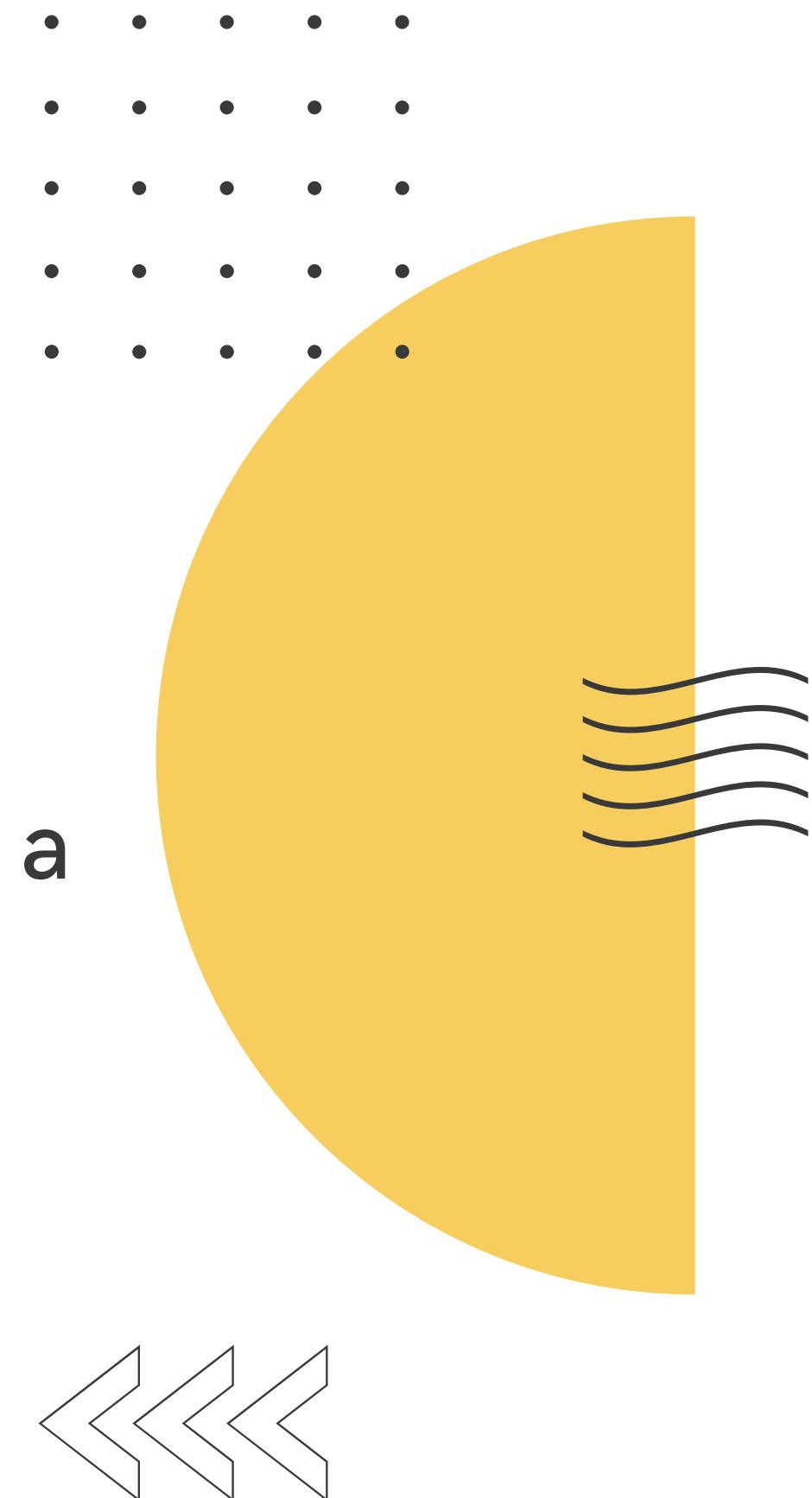
Problem

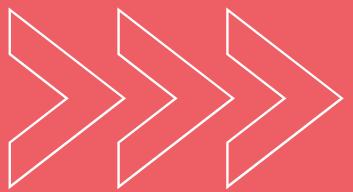
An Asian company Nhonho wants to open a new restaurant in London, with a focus on the Asian public. Considering the new business, what would be the most appropriate place to open the business?



CONSIDERATIONS

- The target audience: assess the demographics of the city.
- The location of the target audience: search for a location close to your customers.
- The competitors: analyze them.
- The types of business close to the location: check the zone's businesses.



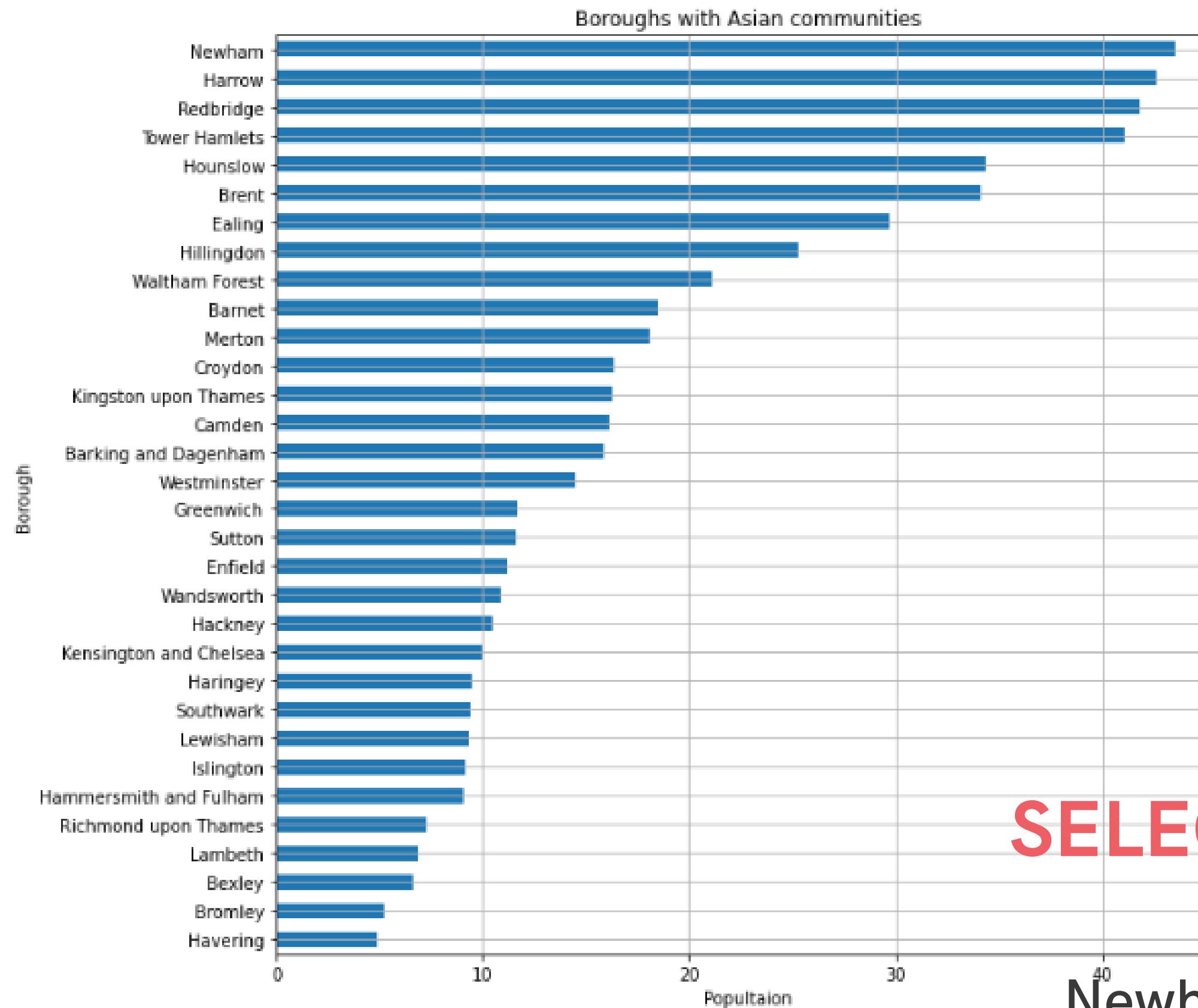


DATA SECTION

- London boroughs
- London demography
- London neighborhoods (areas)
- Foursquare API

• • • •
• • • •
• • • •
• • • •
• • • •

The London
data will be
extracted from
Wikipedia pages



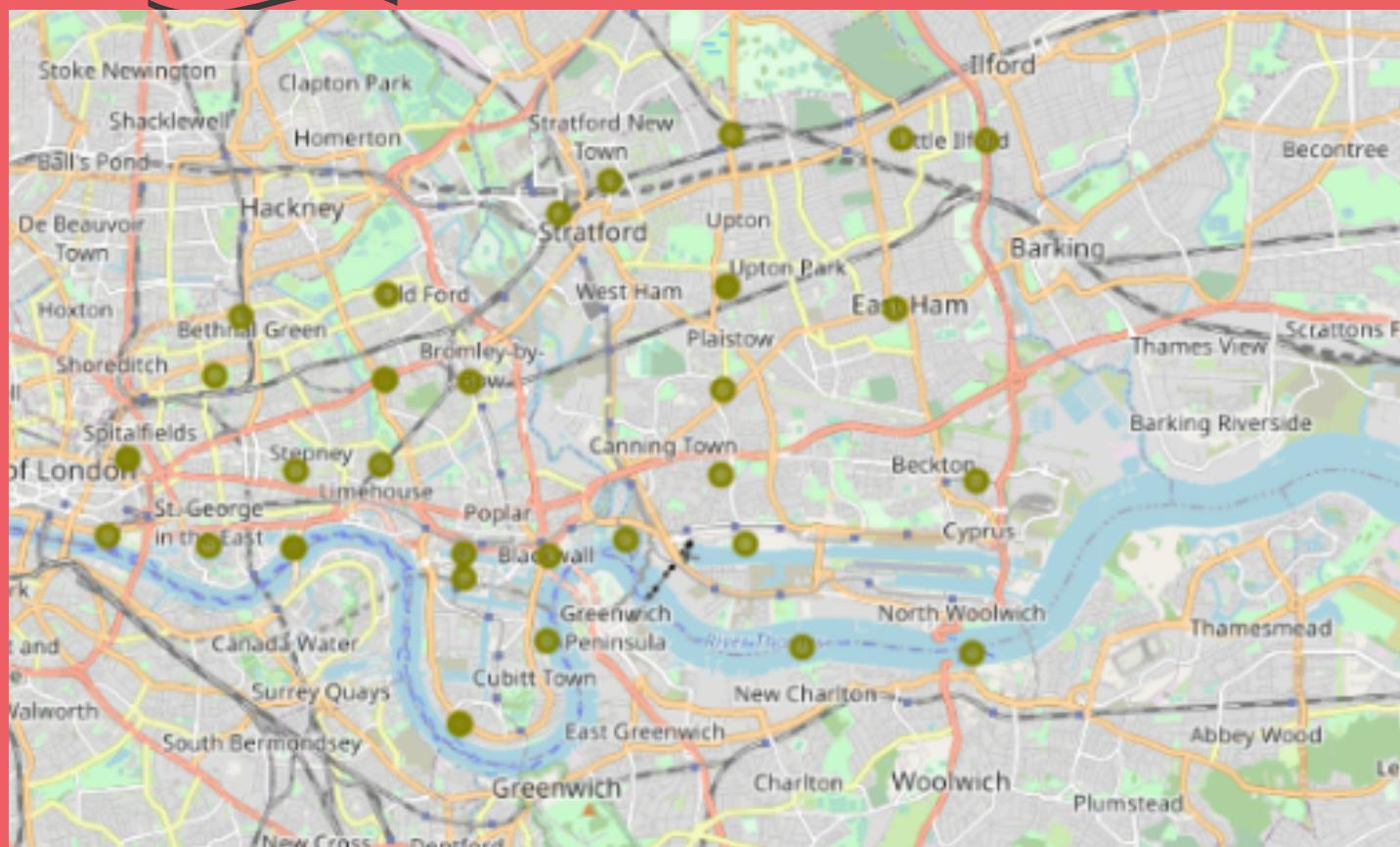
SELECTED BOROUGHS

Newham and Tower Hamlets



EXPLANATORY DATA ANALYSIS

CREATE AN ANALYSIS TABLE WITH THE NEIGHBOHOODS FROM THE BOROUGHS SELECTED

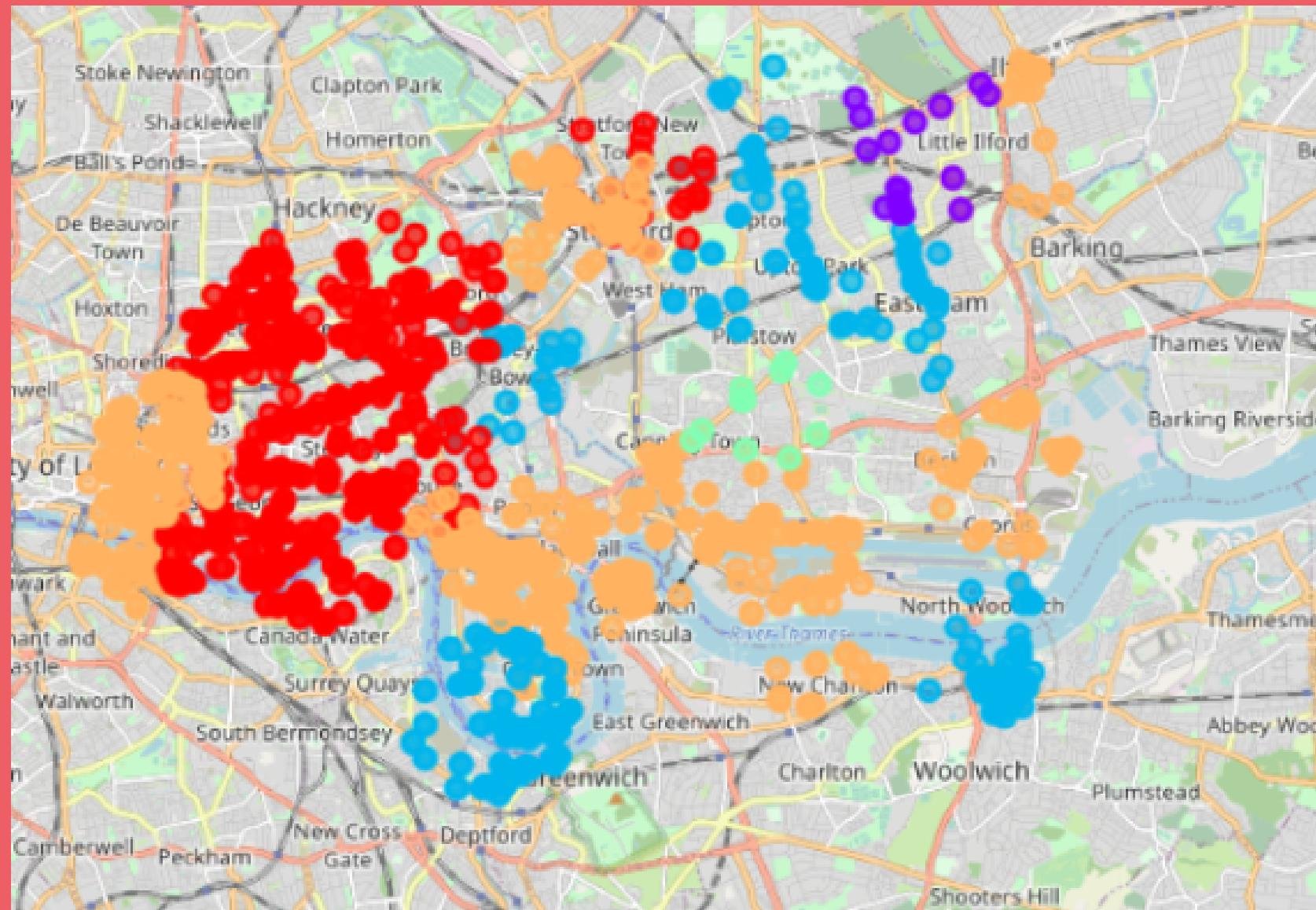


CHECKING THE TEN MOST COMMON VENUES IN THESE PLACES.

CLUSTERING K-MEANS



5 clusters to managed the group of neighborhoods according to their similarities



CLUSTER 1

MOST COMMON: PUBS

	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
38	Bethnal Green	Coffee Shop	Café	Pub	Cocktail Bar	Wine Bar	Beer Bar	Indian Restaurant	Bagel Shop	Market	Farm
238	Bow	Pub	Café	Pizza Place	Canal Lock	Park	Burger Joint	Coffee Shop	Sandwich Place	Restaurant	Climbing Gym
308	Cambridge Heath	Coffee Shop	Pub	Café	Wine Bar	Cocktail Bar	Bakery	Restaurant	Hotel	Bookstore	Flower Shop
951	Limehouse	Park	Coffee Shop	Pub	Canal Lock	Café	Hotel	Indian Restaurant	Pizza Place	Italian Restaurant	Grocery Store
1053	Maryland	Pub	Grocery Store	Pizza Place	Café	Hotel	Clothing Store	Park	Italian Restaurant	Coffee Shop	Bar
1149	Mile End	Pub	Café	Pizza Place	Canal Lock	Park	Burger Joint	Coffee Shop	Sandwich Place	Restaurant	Climbing Gym
1320	Old Ford	Pub	Café	Park	Pizza Place	Coffee Shop	Grocery Store	Wine Shop	Gastropub	Canal Lock	Art Gallery
1520	Ratcliff	Pub	Park	Grocery Store	Coffee Shop	Italian Restaurant	Café	Hotel	Chinese Restaurant	Athletics & Sports	Indian Restaurant
1597	Shadwell	Pub	Park	Grocery Store	Coffee Shop	Italian Restaurant	Café	Hotel	Chinese Restaurant	Athletics & Sports	Indian Restaurant
1797	Stepney	Pub	Grocery Store	Park	Hotel	Sandwich Place	Coffee Shop	Gym / Fitness Center	Chinese Restaurant	Indian Restaurant	Italian Restaurant
2106	Wapping	Pub	Coffee Shop	Hotel	Italian Restaurant	Park	Indian Restaurant	History Museum	Sandwich Place	Bar	Café

CLUSTER 2

MOST COMMON: CAFE

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	
1406	Plaistow	Café	Gym / Fitness Center	Pub	Gas Station	Vietnamese Restaurant	Tennis Court	Fast Food Restaurant	Grocery Store	Metro Station	Hotel

CLUSTER 3

MOST COMMON: PUBS

	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
273	Bromley (also Bromley-by-Bow)	Pub	Bus Stop	Historic Site	Gym	Grocery Store	Park	Bar	Burger Joint	Café	Canal Lock
727	East Ham	Pub	Grocery Store	Fast Food Restaurant	Indian Restaurant	Park	Sandwich Place	Supermarket	Coffee Shop	Toy / Game Store	Clothing Store
756	Forest Gate	Pub	Grocery Store	Café	Bus Stop	Wine Bar	Restaurant	Comfort Food Restaurant	Fast Food Restaurant	Indian Restaurant	Fish & Chips Shop
779	Isle of Dogs	Pub	Boat or Ferry	Grocery Store	Café	Supermarket	Indian Restaurant	Trail	Harbor / Marina	Park	Vietnamese Restaurant
1184	Millwall	Pub	Boat or Ferry	Grocery Store	Café	Supermarket	Indian Restaurant	Trail	Harbor / Marina	Park	Vietnamese Restaurant
1257	North Woolwich	Pub	Grocery Store	Supermarket	Coffee Shop	Clothing Store	Pier	Plaza	Platform	Bakery	Hotel
2086	Upton Park	Pub	Grocery Store	Bakery	Soccer Stadium	Boutique	Bus Stop	Shopping Mall	Market	Café	Metro Station
2206	West Ham	Pub	Grocery Store	Bakery	Soccer Stadium	Boutique	Bus Stop	Shopping Mall	Market	Café	Metro Station

CLUSTER 4

MOST COMMON: CAFE

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
1406 Plaistow	Café	Gym / Fitness Center	Pub	Gas Station	Vietnamese Restaurant	Tennis Court	Fast Food Restaurant	Grocery Store	Metro Station	Hotel

CLUSTER 5

MOST COMMON: HOTEL

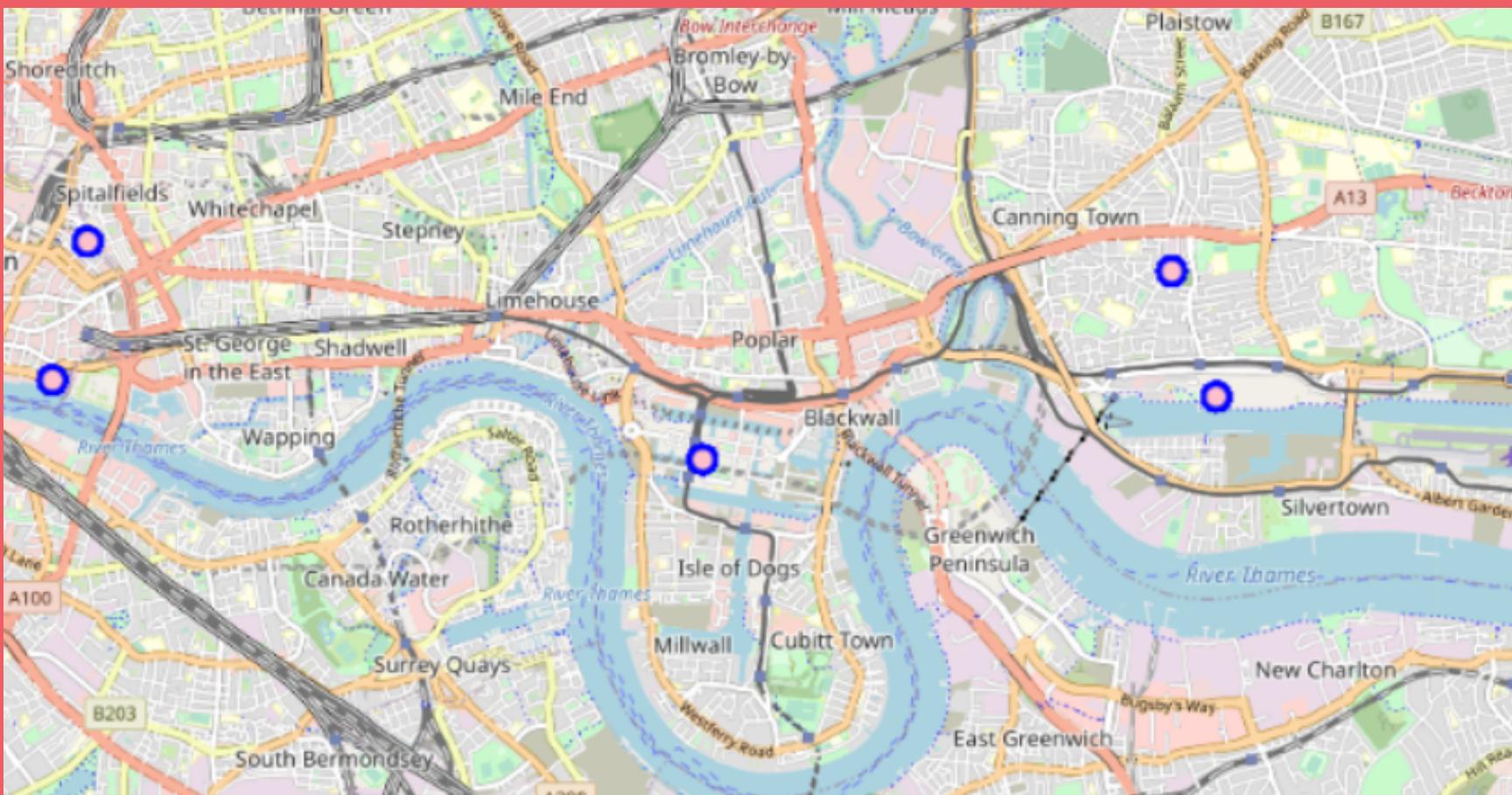
	Neighborhood	Neighborhood Latitude	Neighborhood Longitude	1st Most Common Venue	2nd Most Common Venue	3rd Most Common Venue	4th Most Common Venue	5th Most Common Venue	6th Most Common Venue	7th Most Common Venue	8th Most Common Venue	9th Most Common Venue
0	Beckton	51.514206	0.066634	Supermarket	Coffee Shop	Clothing Store	Furniture / Home Store	Gym / Fitness Center	Shopping Plaza	Light Rail Station	Portuguese Restaurant	Pub
138	Blackwall	51.506466	-0.005767	Coffee Shop	Burger Joint	Hotel	Italian Restaurant	Park	Café	Lounge	Plaza	English Restaurant
408	Canary Wharf	51.504015	-0.020284	Hotel	Coffee Shop	Park	Gym / Fitness Center	Sandwich Place	Steakhouse	Italian Restaurant	Indian Restaurant	Plaza
508	Canning Town	51.514959	0.023429	Hotel	Grocery Store	Café	Pub	Gym / Fitness Center	Bakery	Sandwich Place	Italian Restaurant	Chinese Restaurant
568	Cubitt Town	51.497480	-0.006160	Coffee Shop	Bar	Hotel	Indian Restaurant	Harbor / Marina	Park	Lounge	Music Venue	Hotel Bar
657	Custom House	51.507696	0.027431	Hotel	Light Rail Station	Chinese Restaurant	Pub	Café	Coffee Shop	Park	Convenience Store	Grocery Store
852	Leamouth	51.508043	0.007271	Coffee Shop	Hotel	Italian Restaurant	Bar	Gym / Fitness Center	Lounge	Burger Joint	Café	Grocery Store
1014	Little Ilford	51.550148	0.068263	Grocery Store	Gas Station	Movie Theater	Dessert Shop	Supermarket	Newsstand	Park	Bakery	Train Station
1420	Poplar	51.506710	-0.020167	Park	Coffee Shop	Hotel	Italian Restaurant	Gym / Fitness Center	Burger Joint	Sandwich Place	Plaza	Steakhouse
1674	Silvertown	51.496738	0.037029	Park	Café	Grocery Store	Tunnel	Fast Food Restaurant	Museum	Carpet Store	Light Rail Station	Furniture Home Store
1697	Spitalfields	51.516655	-0.077389	Hotel	Coffee Shop	Gym / Fitness Center	Pizza Place	Food Truck	French Restaurant	Pub	Italian Restaurant	Japanese Restaurant
1886	Stratford	51.542410	-0.004196	Café	Pub	Italian Restaurant	Ice Cream Shop	Hotel	Park	Clothing Store	Grocery Store	Department Store
1986	Tower Hill	51.508615	-0.080609	Hotel	Coffee Shop	Gym / Fitness Center	Seafood Restaurant	Scenic Lookout	Restaurant	Italian Restaurant	French Restaurant	Food Truck
2226	Whitechapel	51.516655	-0.077389	Hotel	Coffee Shop	Gym / Fitness Center	Pizza Place	Food Truck	French Restaurant	Pub	Italian Restaurant	Japanese Restaurant

CONCLUSION



Neighborhood	Neighborhood Latitude	Neighborhood Longitude	1st Most Common Venue	2nd Most Common Venue	3rd Common Venue
Canary Wharf	51.504015	-0.020284	Hotel	Coffee Shop	
Canning Town	51.514959	0.023429	Hotel	Grocery Store	
Custom House	51.507696	0.027431	Hotel	Light Rail Station	Restaurant
Spitalfields	51.516655	-0.077389	Hotel	Coffee Shop	
Tower Hill	51.508615	-0.080609	Hotel	Coffee Shop	

When analyzing cluster 5, we noticed that the neighborhoods have hotels, pubs and cafes in common. What would be an interesting place for the opening of a new restaurant.



CANARY WHARF
CANNING TOWN
CUSTOM HOUSE
SPITALFIELDS
TOWER HILL