

Capstone Project - The Battle of Neighborhoods (Week 1)

Introduction

Problem Background

London, the capital of Great Britain, and is one of the capital of finance, fashion arts and entertainment. as one of the most populated city nowadays, it has been grown into a very diverse city. With the people from all over Europe and the world, besides people, you can also get food supplies from every part of the world.

Although, in this busy city already have a wide range of choose for food, but if we can find the ideal place for a new restaurant with the help of data.

Description

One of our client, a successful chain restaurant original in US is looking forward for a business expansion in Europe, starting in London. And they would like to promote a healthy organic diet for the busiest Londoner.

As the demographic of London is so big, our client needs to have a deeper insight from the data available in order to make their decision on where to start their first restaurant in London. With the help of the available data, we would able to have a research and provides our client with insights from different data analysis.

Target Audience

As the population of London is make up of people from with different cultural background, also, thousands of tourists coming from all over the world, the target audience is very broad of range.