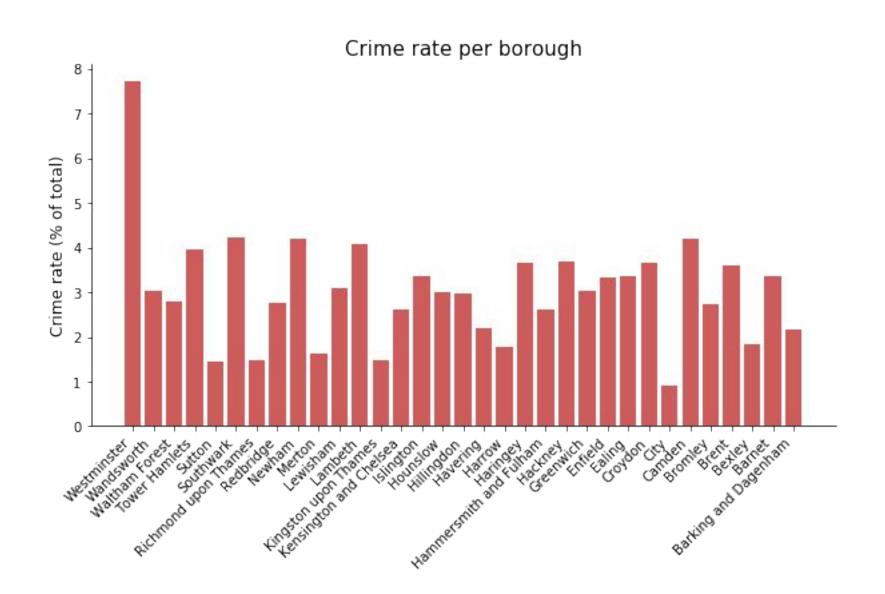


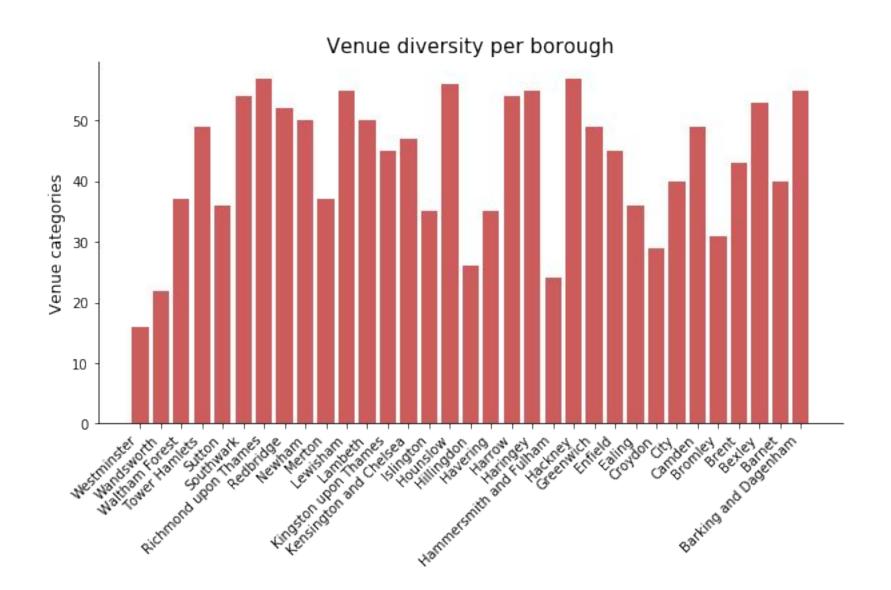


# **Crime rates are variable across boroughs**



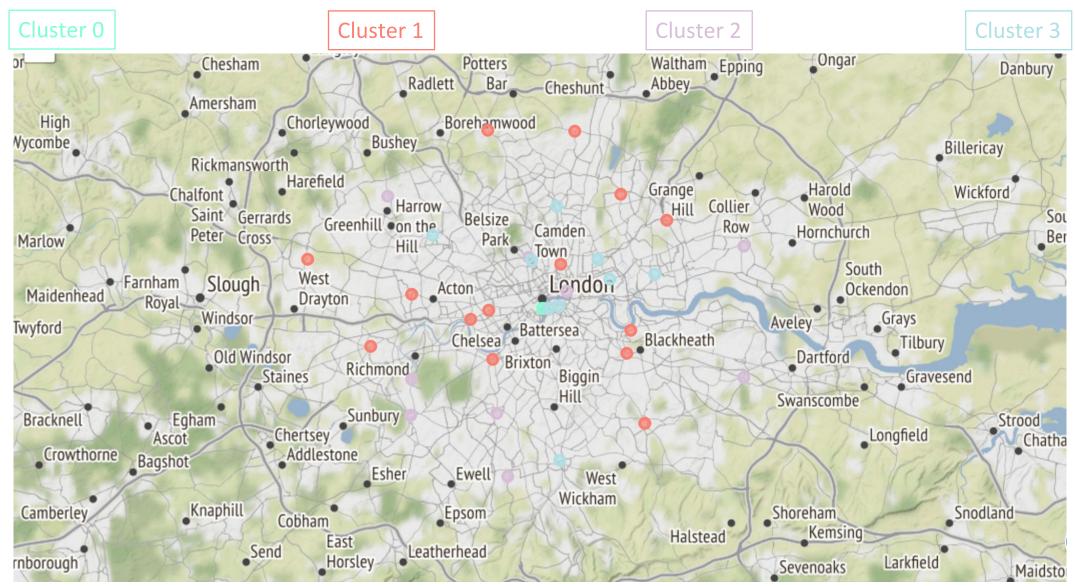


# Venue diversity varies across boroughs





### London boroughs can be grouped in four clusters...





#### ... characterised by distinct features









- Assortment of cultural venues
- High number of hotels
- Eating and drinking venues
- → Tourist Area

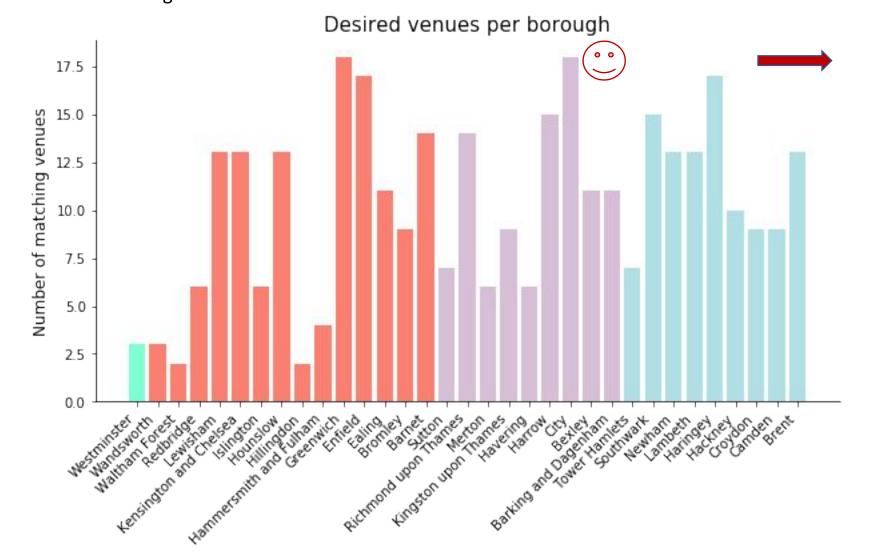
- Large variety of eating out
- Shopping and cafes
- Pubs and bars
- → Locals' hang out Area
- Range of stores focused on grocery and convenience items
- Some eating out and cafes
- → Residential Area

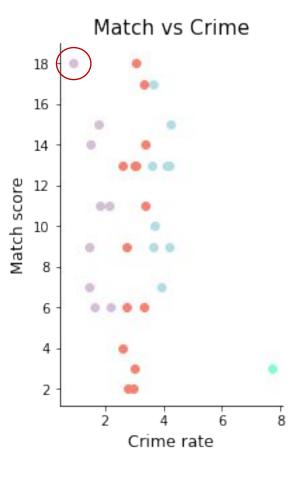
- Mainly socialising locations
- A dash of culture
- High diversity of venues
- → Hipster Area



# Keyword-based filtering helps to further break down the options...

Keywords: park, lake, market, gym, bakery, organic grocery, garden







## ... and identify the top most suitable borough. Browsing properties should now be manageable and fun!

