

FINDING UNTAPPED REGIONAL CUISINES IN LONDON'S CATERING INDUSTRY

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INTRODUCTION

- It may be possible to relate the demography of local areas to the success of global cuisine restaurants based on ethnic pressure
- Useful information for aspiring businesspersons and landowners to see if a newly opening restaurant of this nature has precedence of success

DATA

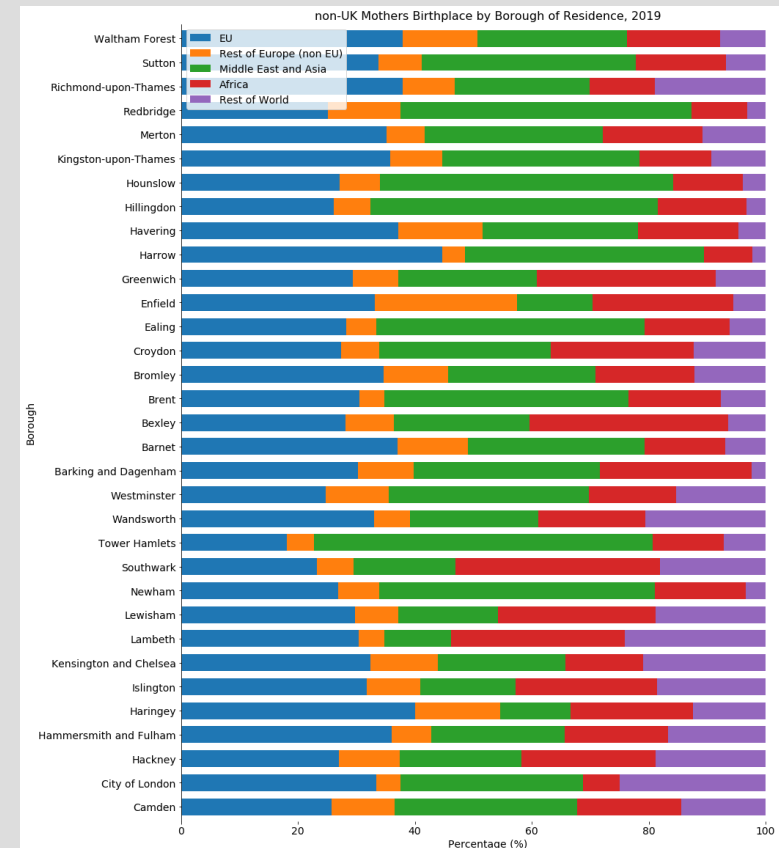
1. An abridged form of the London borough data from the Wikipedia page; outlining the coordinates, area, and population.
2. The foursquare API to corroborate with the location data, in order to provide data for the venues in the vicinity. This dataset will be at the core of analytics.
3. Demographic data for each London borough which can be cross-referenced with the venues, to try to draw conclusions on the part demography plays on the industry.

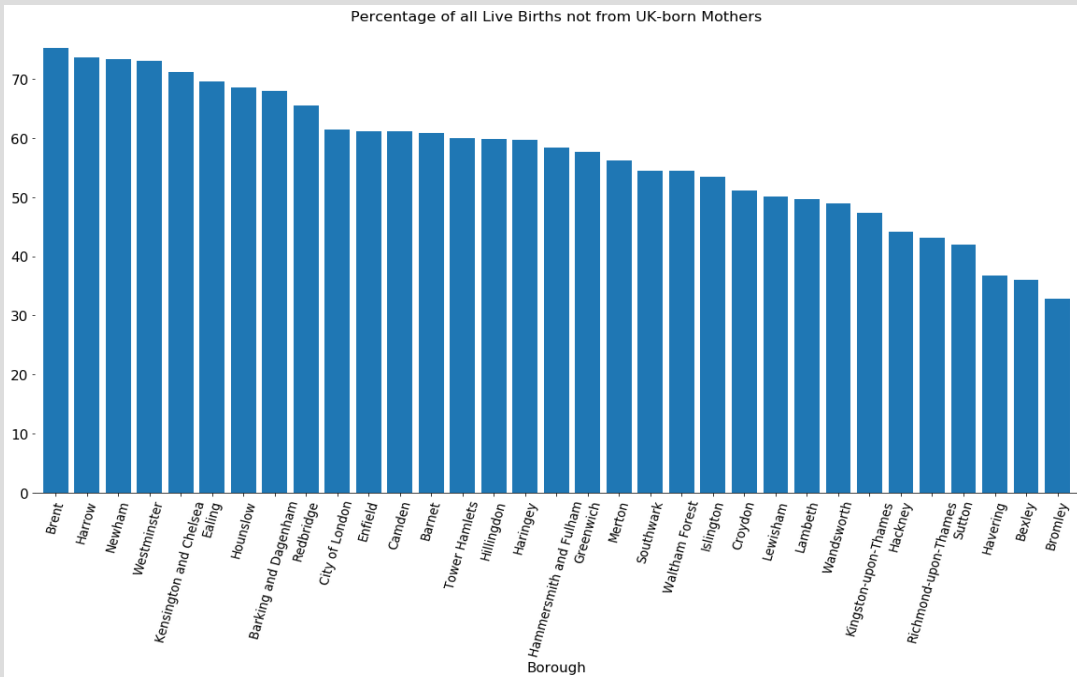
METHODOLOGY

- Exploratory analysis
- Data cleaning
- Data merging (Foursqaure API)
- Machine learning: k-Means clustering

RESULTS

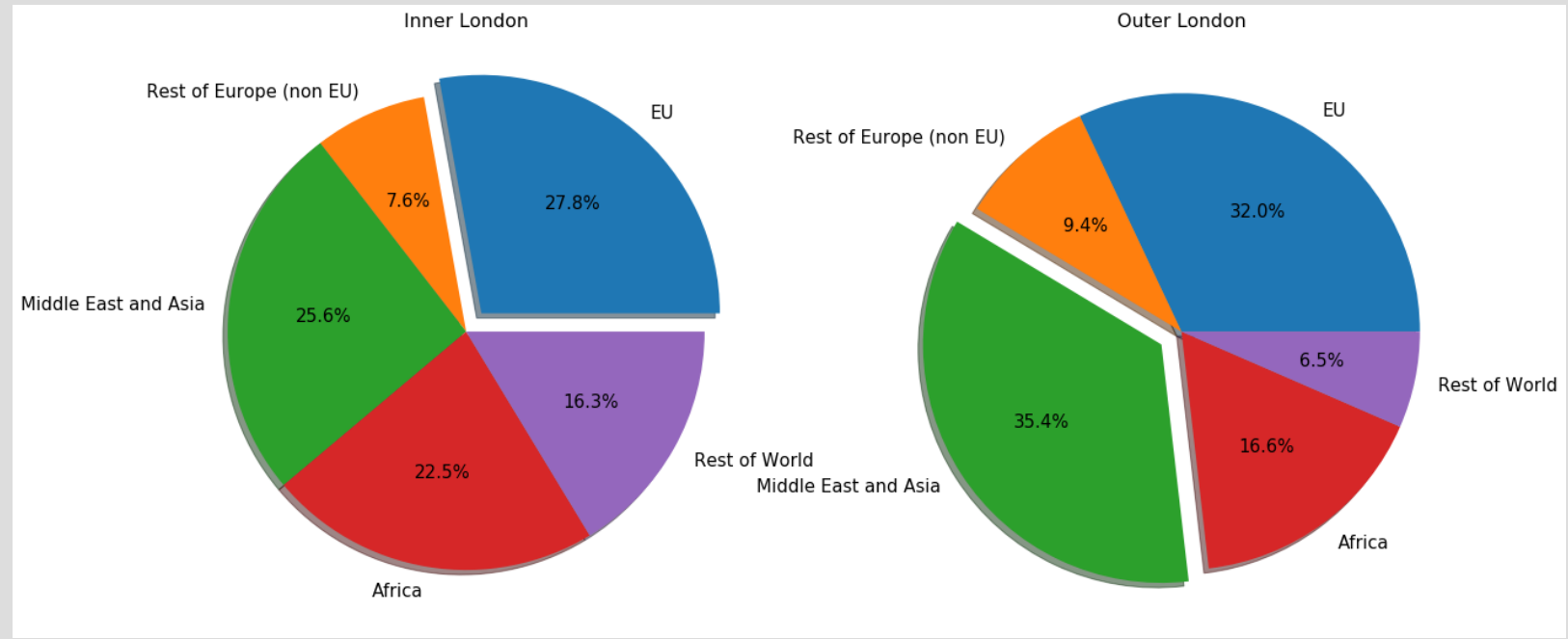
Harrow has the largest population of EU-born mothers, Enfield has the largest population of Rest of Europe born mothers, Tower Hamlets has the largest population of Middle East or Asian born mothers, Southwark has the largest population of African-born mothers, whilst Lambeth has the largest population of mothers born from an uncategorised location in this study; this is likely made up predominantly of the Caribbean population.



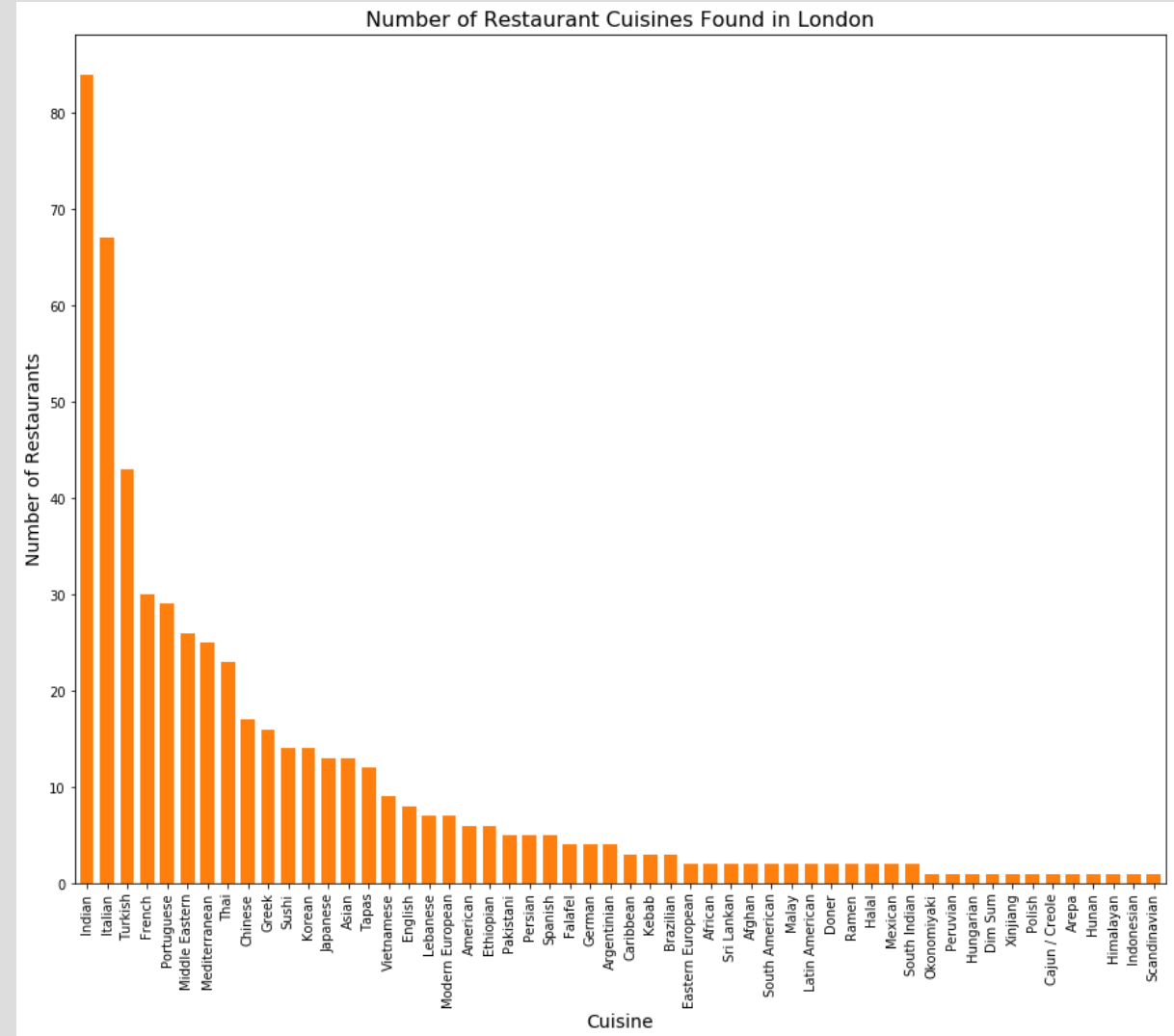


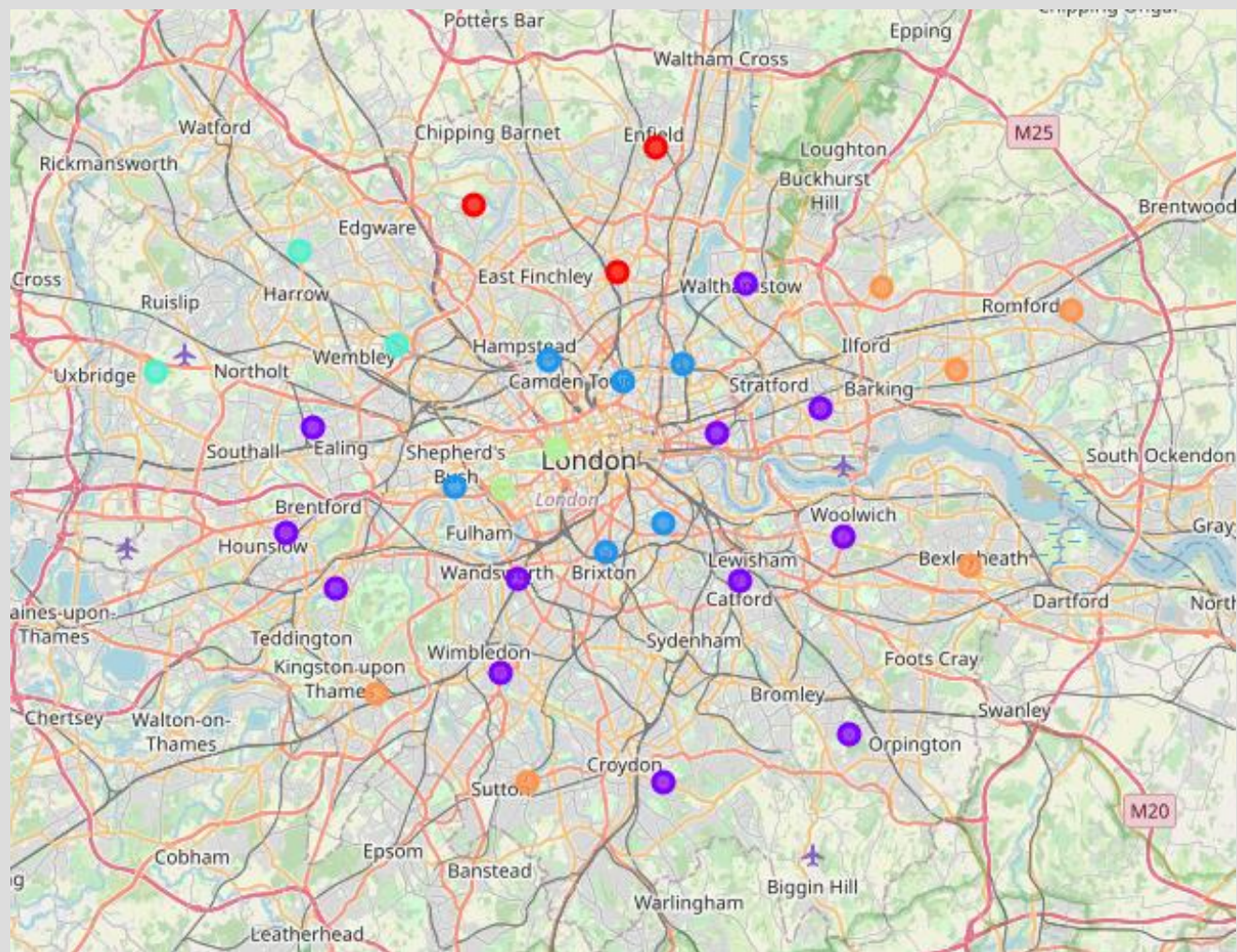
We can see that London is generally a very multicultural city; only three boroughs have less than 40% 2019 births from a UK-born mother, as well as 23 boroughs having over 50% of their 2019 births being from a non-UK born mother.

Only little change between inner and outer London



- Indian and Italian most dominant
- Some have been fragmented such as 'Japanese' and 'Sushi'
- Key cuisines such as Ethiopian and Polish have very low presence





CONCLUSIONS

1. London's catering industry is mostly made up of pubs.
2. The demographic of local areas has a noticeable effect on the state of the local catering industry for the most part.
3. Using this knowledge, we were able to pinpoint areas (Ealing and Greenwich) which have cuisines (Polish and Ethiopian) which are wholly untapped.