Identifying Most Viable Neighborhood for Meal Kit Delivery Business in London

Introduction

- Global Meal kit Delivery market is set to rise to USD 8.94 billion by 2025

- London is one of the busiest cities in the world

- London presents a market gap for Meal kit delivery business

- This study identify best possible London neighborhoods to establish the business

Data

- Data required entailed:
  - All London post codes and their names
  - Longitudes and latitudes of postal codes
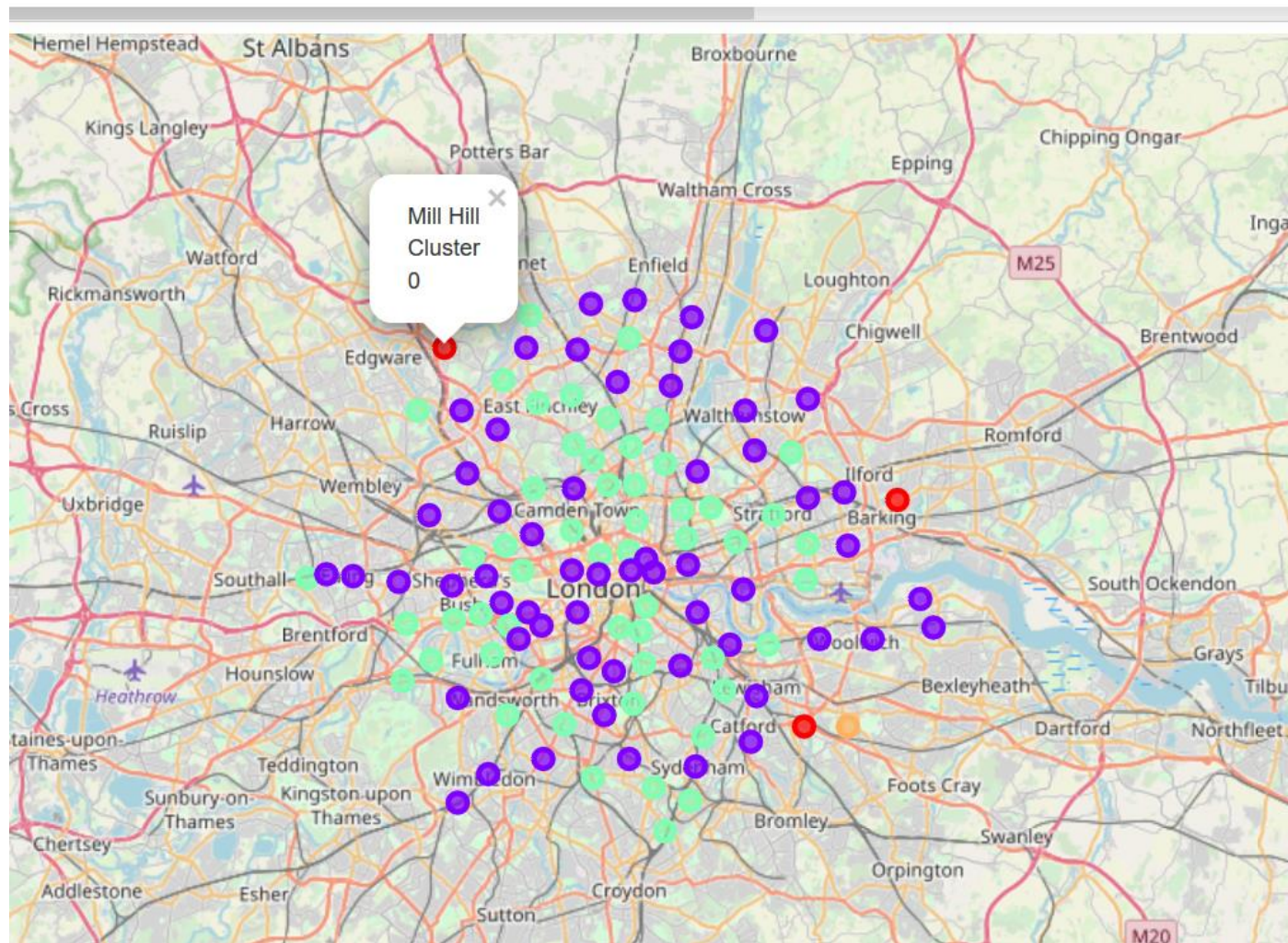 - Nearby neighborhoods of post codes using FourSquare API

Data Cleaning

Used BeautifulSoup to scrap data for the post codes and combined the post codes with the respective longitude and latitudes.

Used FourSquare API to get the most common neighborhoods

Used one hot encoding to get the top 10 venues close to each neighborhoods

Clustered Neighborhoods

	postcode	Neighborhood	latitude	longitude	Cluster Labels	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 M. Comr Ve
0	EC1	Aldersgate, Finsbury, Holborn	51.52286	-0.10144	3	Pub	Coffee Shop	Hotel	Café	Italian Restaurant	Bar	French Restaurant	Vietnamese Restaurant	Steakho
1	EC2	Bishopsgate, Cheapside	51.51995	-0.08859	1	Coffee Shop	Food Truck	Hotel	Sushi Restaurant	Gym / Fitness Center	Bar	Café	Boxing Gym	
2	EC3	Aldgate	51.51357	-0.08309	1	Coffee Shop	Restaurant	Hotel	Gym / Fitness Center	Sandwich Place	French Restaurant	Salad Place	Cocktail Bar	Ita Restau
3	EC4	St. Pauls	51.51475	-0.10034	1	Coffee Shop	Italian Restaurant	Pub	Gym / Fitness Center	Japanese Restaurant	Vietnamese Restaurant	Falafel Restaurant	Modern European Restaurant	Restau
4	E1	Whitechapel, Shoreditch	51.51766	-0.05841	1	Pub	Hotel	Indian Restaurant	Grocery Store	Burger Joint	Coffee Shop	Sandwich Place	Ice Cream Shop	Tur Restau
5	E2	Bethnal Green	51.52939	-0.06080	3	Coffee Shop	Café	Cocktail Bar	Pub	Hotel	Flower Shop	Bar	Restaurant	Pizza Pl
6	E3	Bow	51.52789	-0.02482	3	Pub	Grocery Store	Hotel	Bar	Rental Car Location	Gym	Burger Joint	Locksmith	Light Sta
7	E4	Chingford	51.62196	-0.00339	1	Museum	American Restaurant	Flea Market	Falafel Restaurant	Farm	Farmers Market	Fast Food Restaurant	Film Studio	Fis Chips S
8	E5	Clapton, Homerton	51.55893	-0.05233	1	Grocery Store	Park	Coffee Shop	Breakfast Spot	Train Station	Bus Stop	Café	Garden	Fis Chips S

Mapping

- Using folium maps, the clustered neighborhoods map is as follows:

Results

Cluster Number	Number of Postcodes	Most Notable Venues
1	3	Park, Pharmacy, Fish Market, Restaurant
2	59	Coffee Shop, Grocery Store, Pub, Pizza Place
3	0	None
4	54	Pub, Restaurant, Café, Bakery
5	1	Golf Course, Farmers Market, Fish Market, Farm

Conclusion

Neighborhoods are concentrated in clusters 2 and 4

Most common venues for these clusters are restaurants, pubs, café, and other eateries

Other clusters have few neighborhoods with most common venues being parks, farms and restaurants

Concluson Cntd...

London has the majority of the population in clusters 2 and 4

A Meal Kit service business investor should consider clusters 2 and 4 because the market is huge

Thank you