

# The Battle of Neighborhoods (Week 1)

## 1. Introduction

In this capstone project of applied data science course, we shall cluster and compare the neighborhood in London to help us find the best location to open a restaurant. Based on the similarity of popular venues around in the area.

## 2. Problem description

One of my friends, Jimmy, is running a successful Chinese restaurant in Soho, London. He is looking to expand his business by opening another restaurant. We will analyse the constitute of venues in each neighborhood in London to find the most similar neighborhood to Soho. I believe this will increase the chance of success.

## 3. Target Audience

Originally this project was only designed for Jimmy to find the best location to open new restaurant. But it can be helpful to other businesses to locate their business.