

Janes Nursery

Location, Location, Location



What location in London would maximize revenue for a new Children's Nursery.

The location for a new part-time, walk-in nursery must be suitably situated to appeal to parents wanting to take time away from their children.

Therefore the location must have a number of venues nearby (within 250 metres) and a good number closeby (within 1000 metres).

These venues must be ones that parents would prefer to not take their young children.



Outcodes with highest venues nearby

- Table 1 shows the postcodes with 48 or more venues within 250 metres.
- Table 2 shows the postcodes with over 410 total venues within

	Postcode	Very Close	Fairly Close	Total
0	W1F	48	365	413
0	WC2E	52	271	323

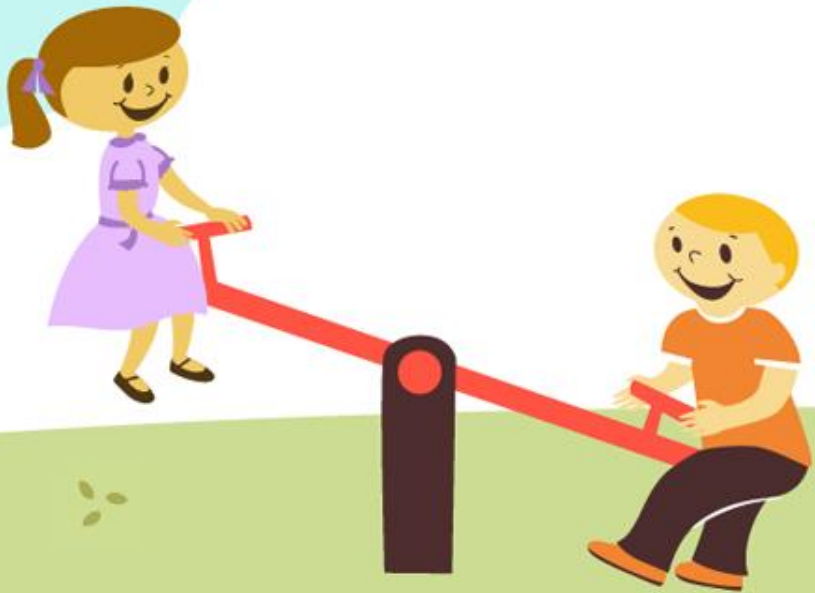
	Postcode	Very Close	Fairly Close	Total
0	W1D	46	370	416
0	W1F	48	365	413

An outcode is the first part of a UK Postcode before the space

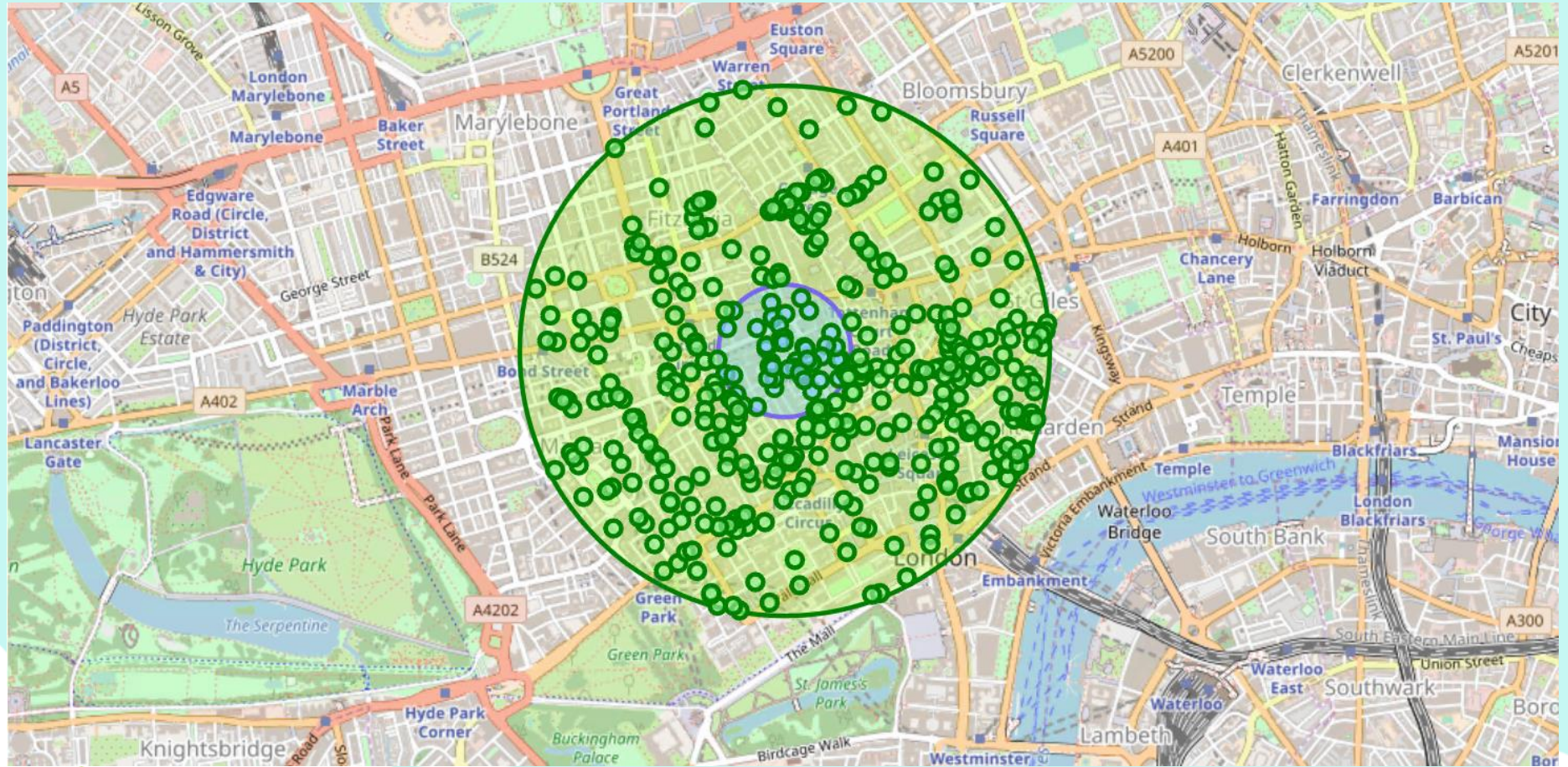


Location Maps

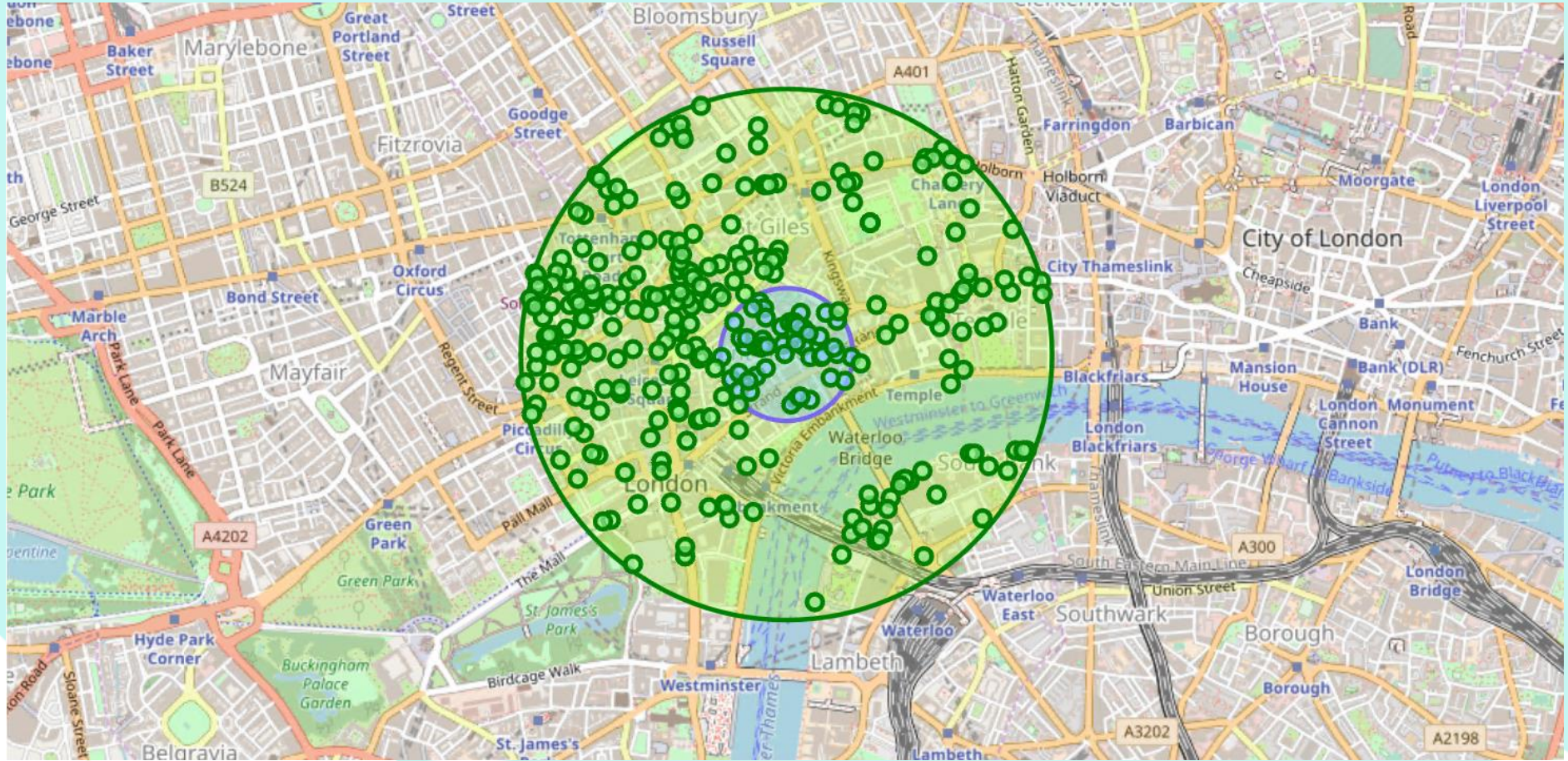
The following section shows the maps of the three outcodes.



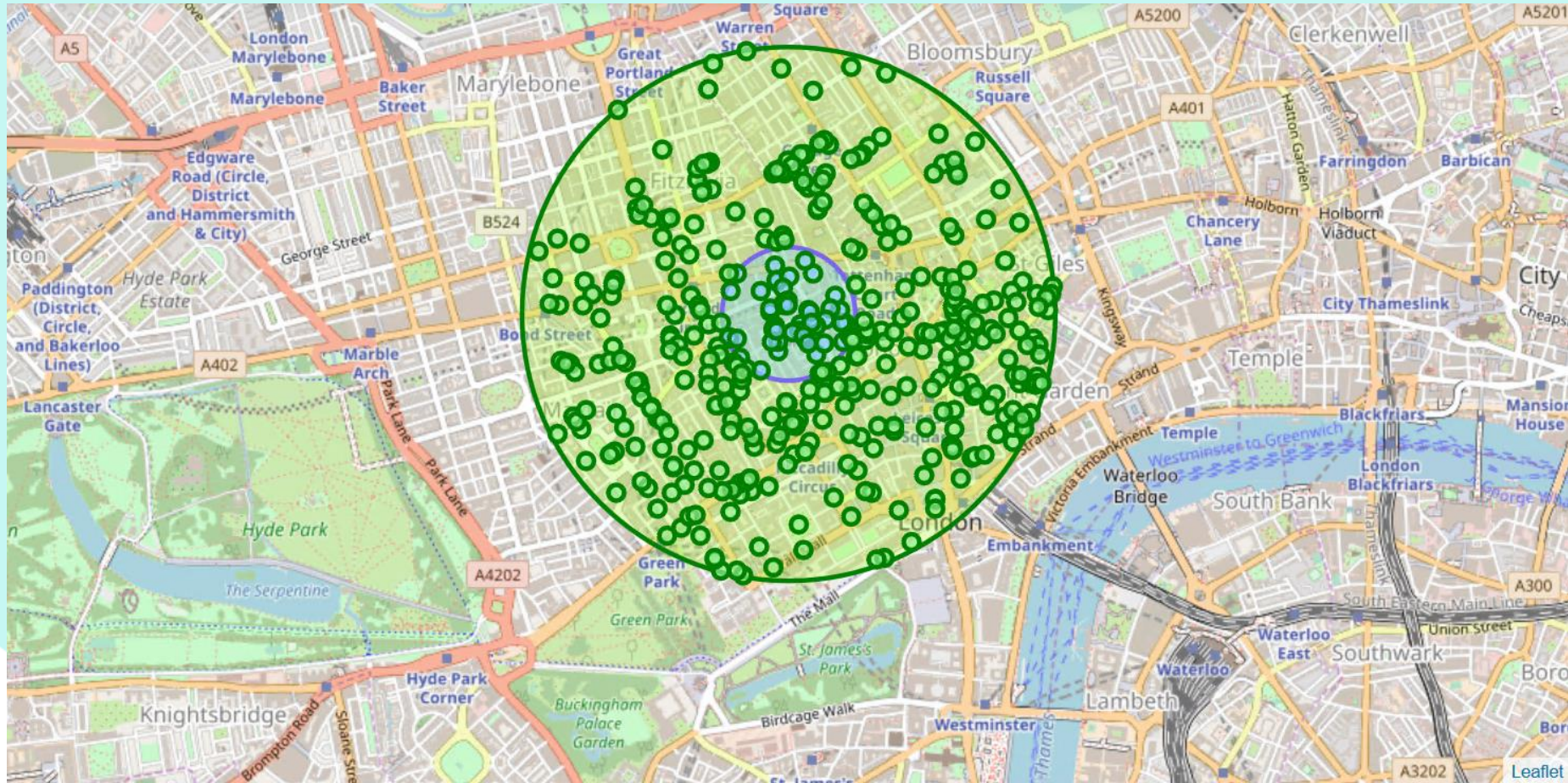
W1F



WC2E



W1D



What location in London would maximize revenue for a new Children's Nursery.

Given our three options, the best choice is W1F.

WC2E crosses the river Thames and getting from one side to the other could be inconvenient if the parent is not near a suitable crossing.

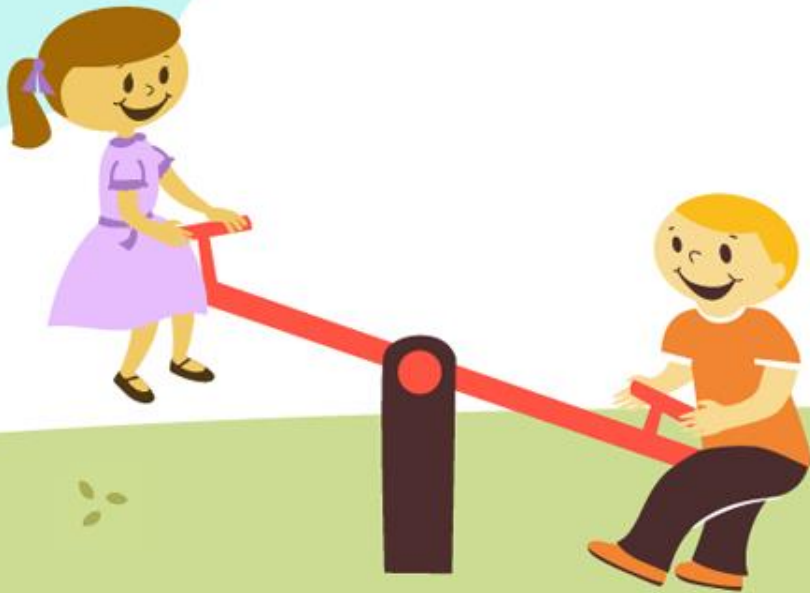
The types of venues found near W1D are not as adult as those of W1F.

Venue Postal Outcode	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 Most Common Venue	10th Most Common Venue
W1D	Theater	Hotel	Ice Cream Shop	Liquor Store	Lounge	Park	Plaza	Tapas Restaurant	Steakhouse	Sri Lankan Restaurant
W1F	Cocktail Bar	Coffee Shop	Italian Restaurant	Art Gallery	Burger Joint	BBQ Joint	Chocolate Shop	Cupcake Shop	Tapas Restaurant	Lingerie Store
WC2E	Dessert Shop	Italian Restaurant	Burger Joint	French Restaurant	Clothing Store	Pub	Theater	Cupcake Shop	Sushi Restaurant	Boutique

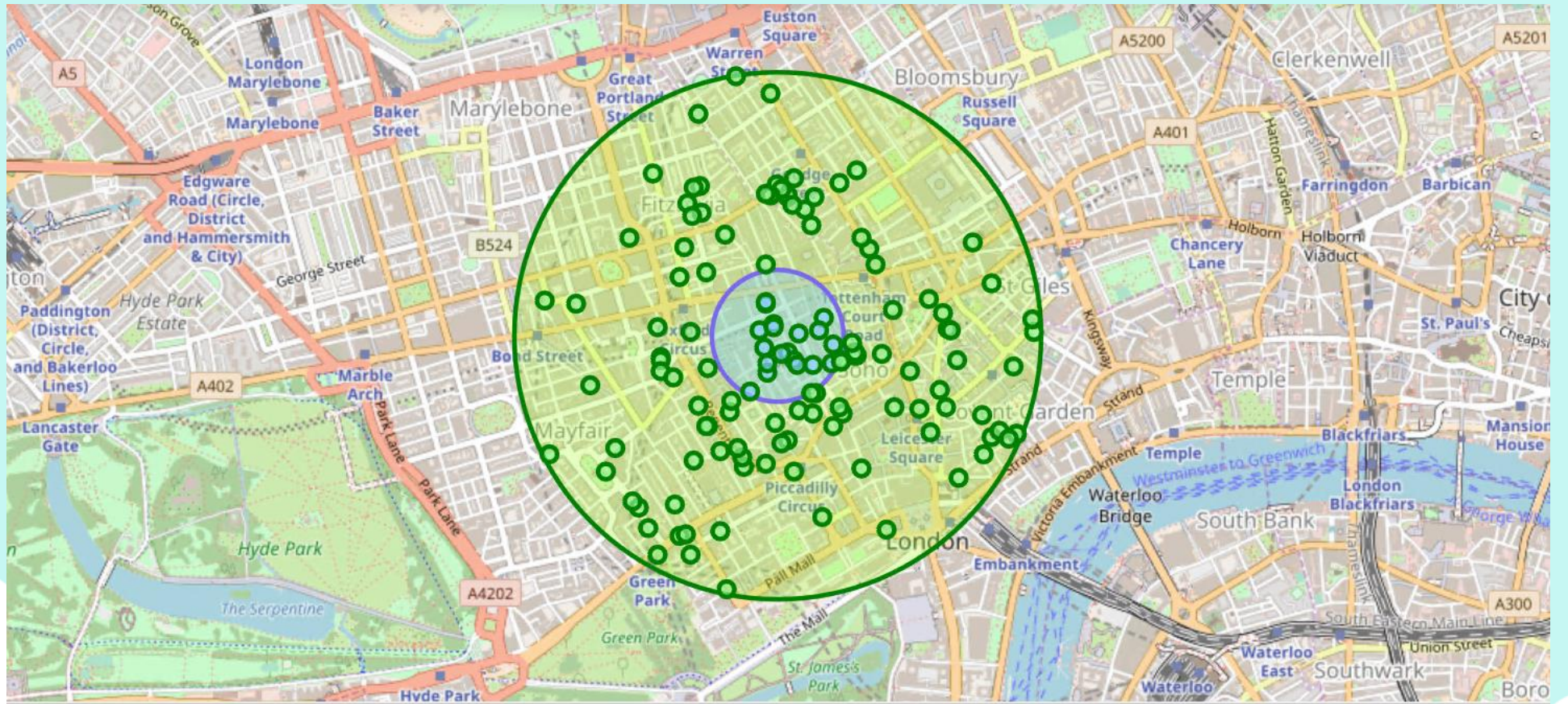


Detailed Maps for W1F

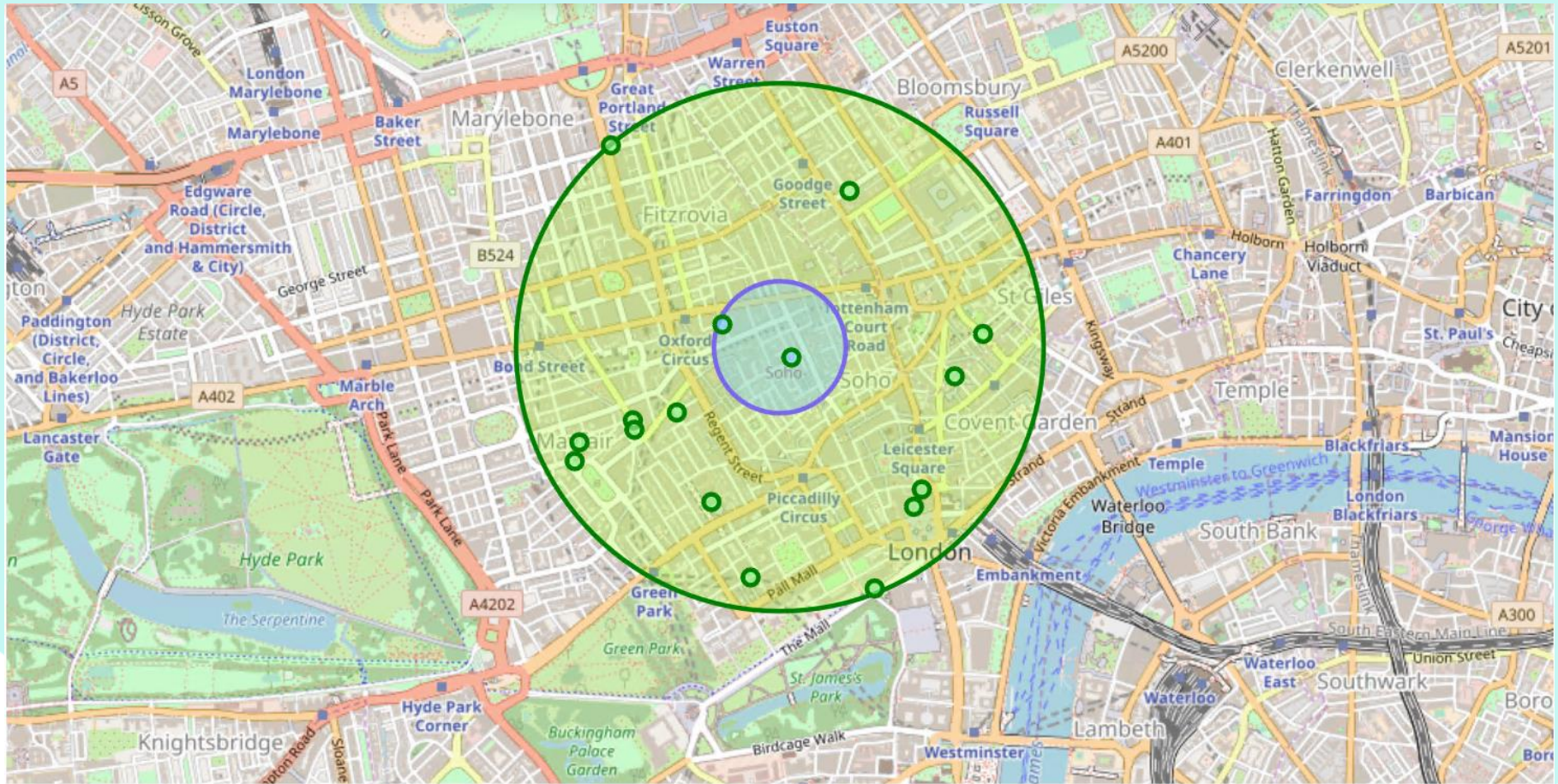
The following section shows the maps of the outcode
W1F.



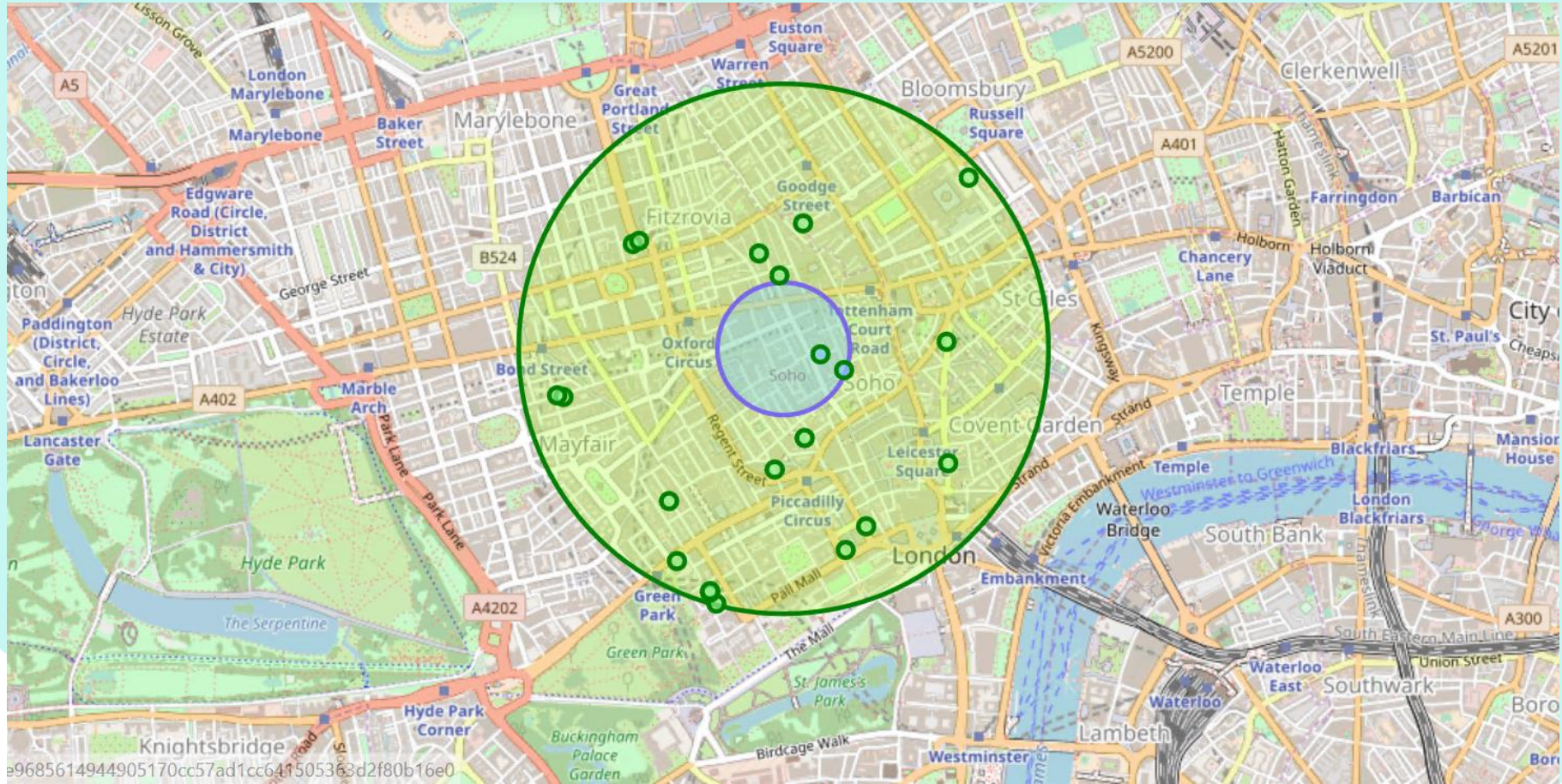
Dining out



Art Galleries



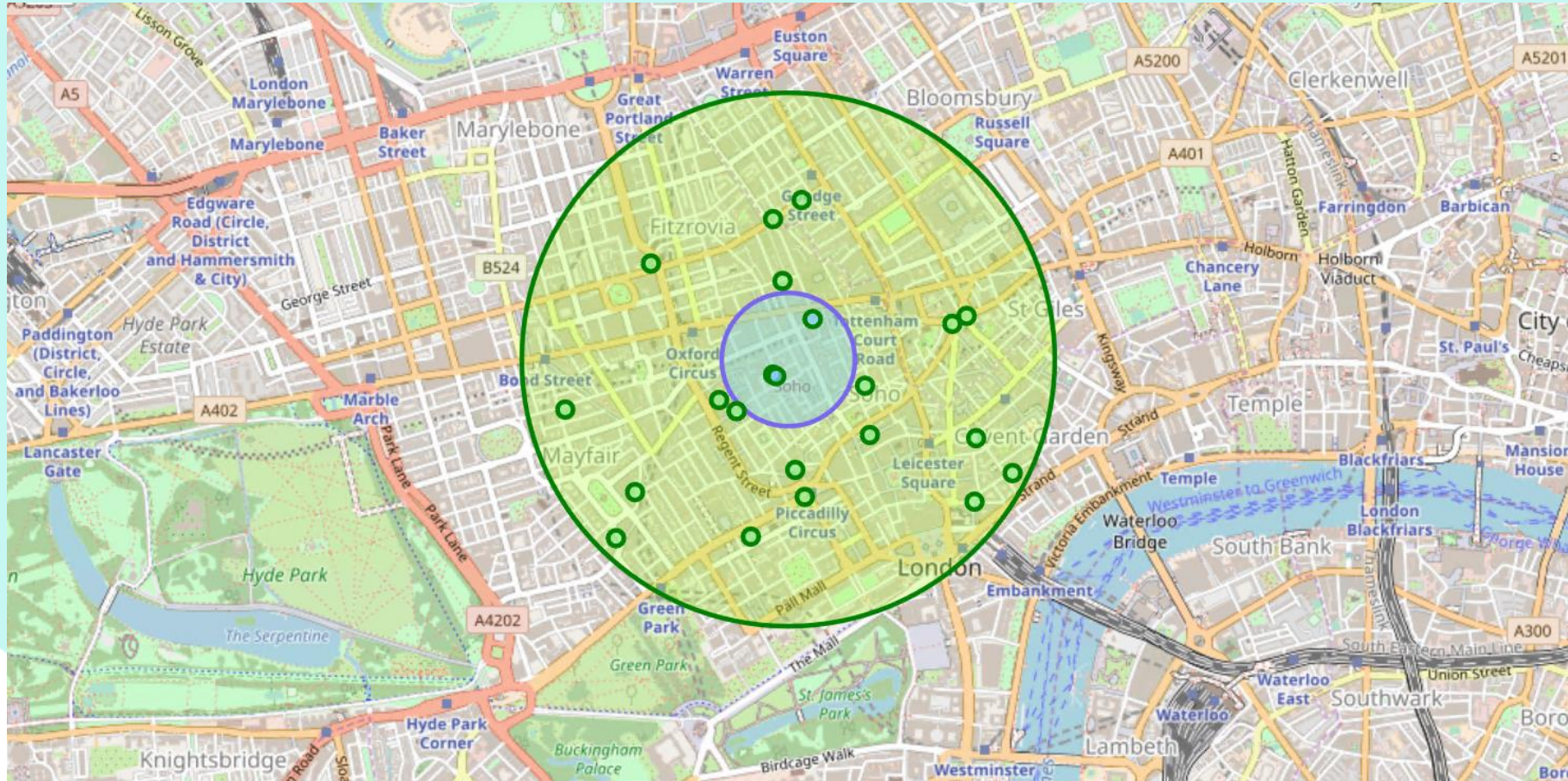
Hotels



Theatre / Cinema



Pubs / Clubs / Bars



Tea / Coffee Shops

