



APPLIED DATA SCIENCE **CAPSTONE**

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BUSINESS PROBLEM

What is
the
business
problem?

- Where to open a new luxurious ice cream shop in London that targets upper-level income population
- In which borough? In which neighborhoods?
- Considering the need of a wealthy and volumetric crowd.

DATA

- Information from public sources and Foursquare:
 - Population per borough ("Population per square kilometer")
 - Average income per borough.
 - Hotels rooms per borough.
 - Number of existing ice cream shops and frozen yoghurt shops in the neighborhoods of the selected borough, according to Foursquare.

BOROUGHES WITH HIGHEST SCORES:

Population

- Tower Hamlets
- Islington
- Hackney
- Kensington and Chelsea
- Lambeth
- Westminster
- Camden
- Hammersmith and Fulham

Income

- City of London
- Westminster
- Wandsworth
- Islington
- Hammersmith and Fulham
- Richmond upon Thames
- Kensington and Chelsea
- Camden

Tourists

- Westminster
- Camden
- Kensington and Chelsea
- Hillingdon
- Tower Hamlets
- City of London
- Southwark
- Newham

CLUSTERS ANALYSIS:

0

*Average Income – Low population density –
Low number of hotel bedrooms*

1

*Low Income – Above average population
density – Low number of hotel bedrooms*

2

*Extreme Income – Low population density –
Above average number of hotel bedrooms*

3

*High Income – High population density – High
number of hotel bedrooms*

4

*Above average income – Concentrated
population – High number of hotel bedrooms*

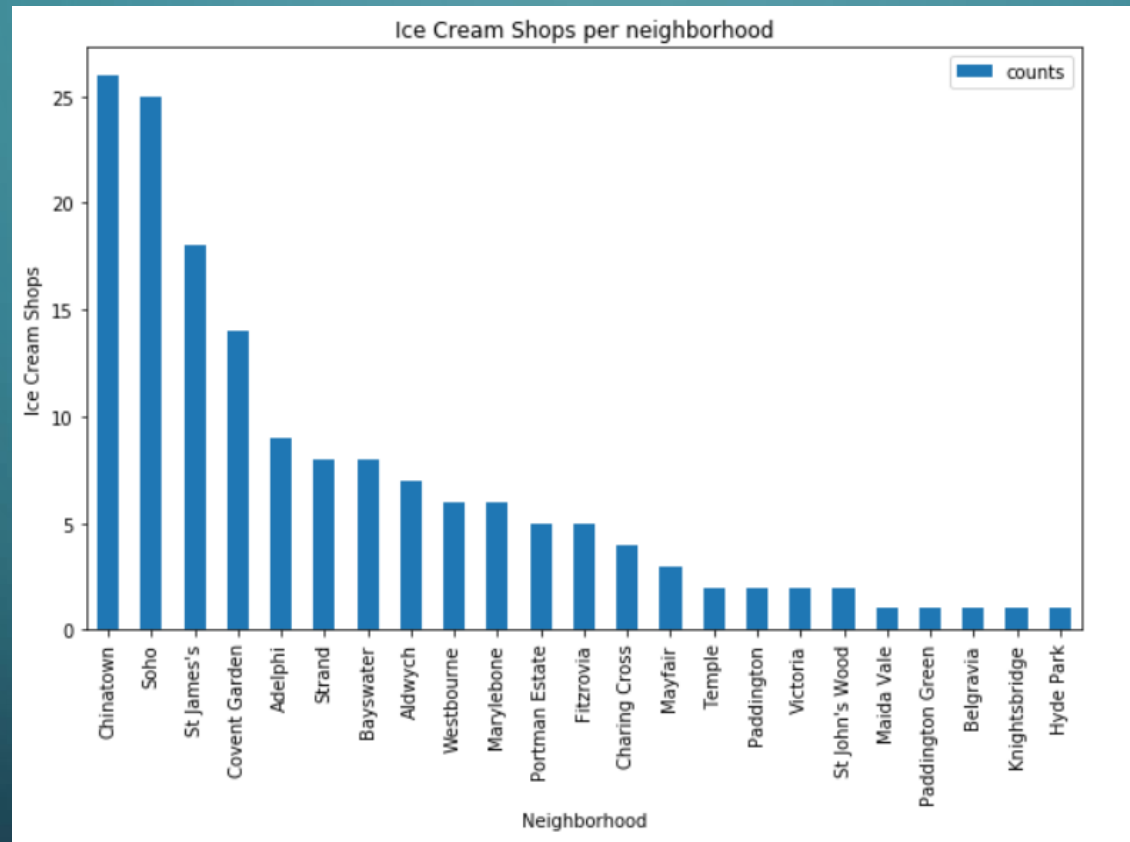
AVERAGE VALUES PER CLUSTER:

Cluster Label	Population per square kilometer	Pay	Number of bedrooms
0	4395.89	£562.27	1878.40
1	8117.87	£512.84	1636.43
2	2770.70	£902.00	6064.00
3	12099.50	£766.60	38480.00
4	13186.62	£639.57	6840.22

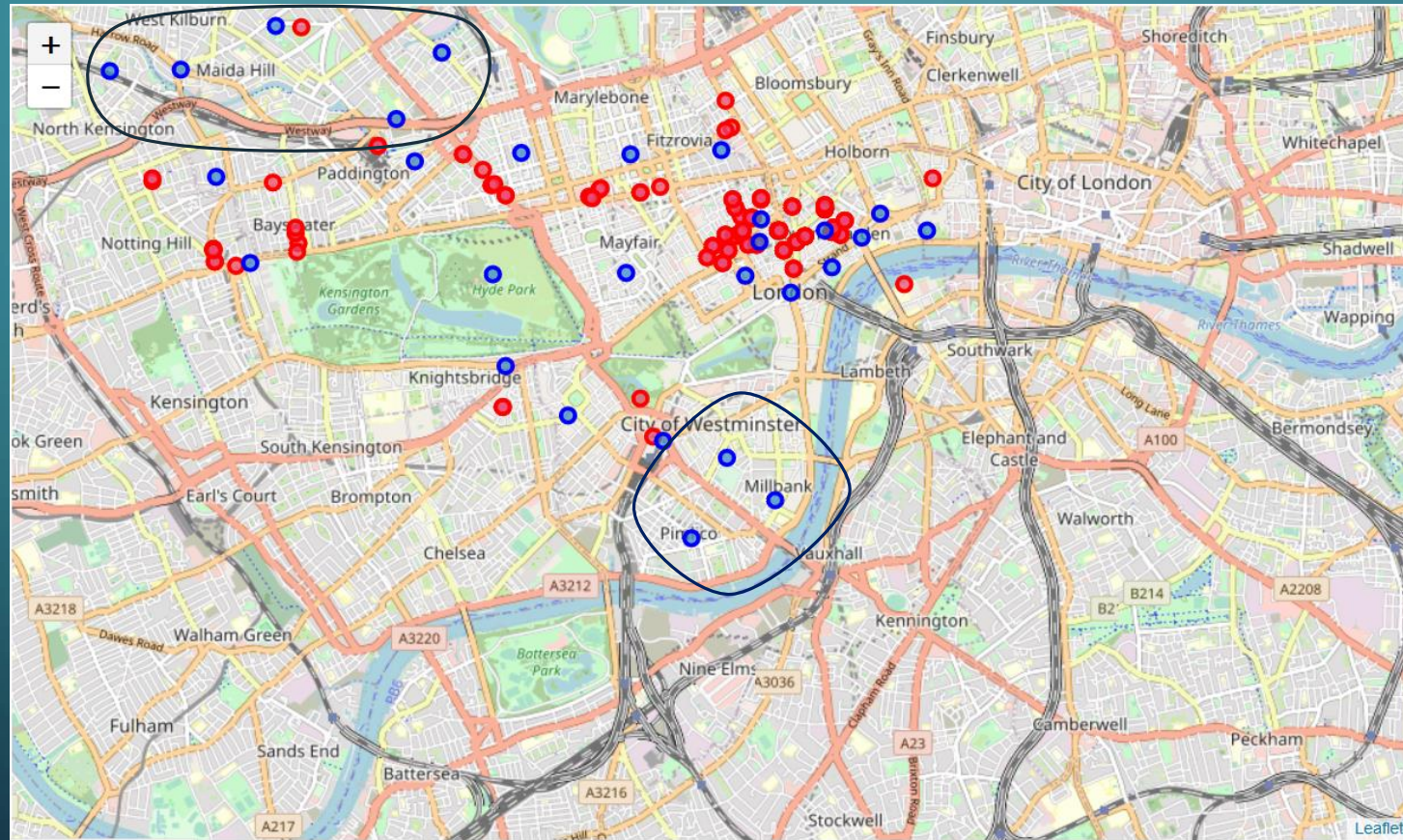
Borough Averages:

- Population per square kilometer = 7767.07
- Pay = £589.35
- Number of bedrooms = 4416.27

ICE CREAM SHOPS - WESTMINSTER



OPPORTUNITIES - WESTMINSTER:



FINAL RESULT

- Westminster might be a suitable option, since it has an extensive wealthy population and a high quantity of tourists.
- Other boroughs in Cluster 4 like Kensington & Chelsea and Camden are good alternatives too.
- Specific areas that haven't got many ice cream shops in Westminster and might be suitable options are: Millbank, Pimlico, Queens Park, Lisson Grove, Kensal Town and Westbourne Greene.

The background is a teal-to-blue gradient. In the corners, there are white line-art illustrations of circuit boards or neural networks, with lines and small circles representing nodes.

THANK YOU!