



The best borough to open
a Russian restaurant in
Greater London

March 2021



Main Goal

Main goal is to find the best borough in Greater London to open a Russian restaurant



Analytic approach

Find boroughs with 'a center of attraction '. A lot of restaurants is good!

Avoid boroughs with existent Russian restaurants;

Select clusters are similar to boroughs where Russian restaurants are located.

Greater London Boroughs and City of London

- ▶ 1600 square km
- ▶ 9 million people
- ▶ 33 government districts
- ▶ multicultural city
- ▶ tourism



Data sources



Foursquare API
<https://ru.foursquare.com/>



The London Datastore
<https://data.london.gov.uk>



TripAdvisor
<https://www.tripadvisor.com>

Boroughs vs restaurants

- ▶ Boroughs vs restaurants,
 - ▶ cafes,
 - ▶ pubs,
 - ▶ bars

Boroughs with restaurants and cafés:

Borough	
Enfield	48
Hammersmith and Fulham	47
Lambeth	46
Ealing	43
Islington	43
Merton	43
Tower Hamlets	42
Southwark	40
Greenwich	38
Kingston upon Thames	38
Harrow	38
Havering	38
City of London	38
Redbridge	36
Camden	33
Hillingdon	32
Sutton	31
Westminster	26
Haringey	25
Wandsworth	24
Hackney	23
Brent	20
Croydon	18
Hounslow	15
Newham	15
Kensington and Chelsea	14
Richmond upon Thames	13
Lewisham	12
Waltham Forest	7
Barnet	3
Bromley	2
Bexley	2

Existen Russian restaurants

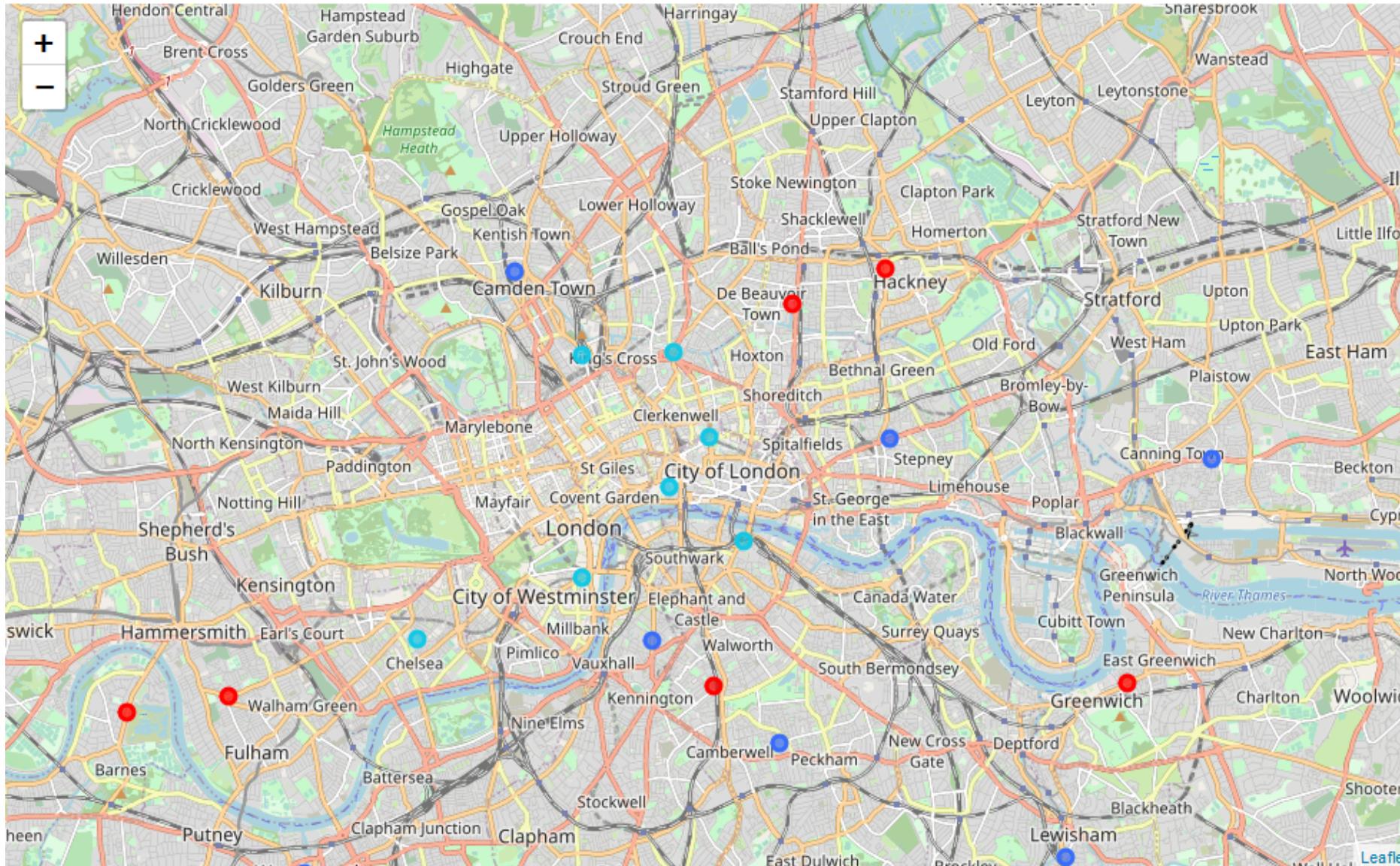
	Name	Borough	Rating
0	ZIMA	Kensington and Chelsea	8
1	Mari Vanna	Kensington and Chelsea	8
2	Aeda London	Kensington and Chelsea	10
3	Bob Bob Ricard	Westminster	9
4	Borshtch N Tears	Westminster	8
5	Stolle	Islington	8

- ▶ Only 6 well-known Russian restaurants in Greater London;
- ▶ 3 of them are located in Kensington and Chelsea borough, 2 in Westminster and 1 in Islington;
- ▶ All restaurants have good rating (equals or more than 8) and reviews.

Top 10 venues for each borough

0	Barking and Dagenham	Metro Station	Convenience Store	Park	Plaza	Gift Shop	Grocery Store	Fast Food Restaurant	Film Studio	Fish & Chips Shop	Fish Market
1	Barnet	Italian Restaurant	Hotel	Pub	Sandwich Place	Coffee Shop	Fast Food Restaurant	Supermarket	Golf Course	Bookstore	Rest Area
2	Bexley	Intersection	Sandwich Place	Park	Performing Arts Venue	Miscellaneous Shop	Grocery Store	Mexican Restaurant	Coffee Shop	Pizza Place	Convenience Store
3	Brent	Café	Indian Restaurant	Japanese Restaurant	Grocery Store	Coffee Shop	Turkish Restaurant	Golf Course	Metro Station	Middle Eastern Restaurant	Supermarket
4	Bromley	Park	Grocery Store	Train Station	Hardware Store	Shipping Store	Event Service	Trail	Fast Food Restaurant	Gym	Supermarket
5	Camden	Café	Coffee Shop	Burger Joint	Park	Italian Restaurant	Breakfast Spot	Pizza Place	Art Gallery	Hotel	Mexican Restaurant
6	City of London	Coffee Shop	Gym / Fitness Center	Hotel	Vietnamese Restaurant	Pub	Food Truck	Bar	Café	Wine Bar	Whisky Bar
7	Croydon	Grocery Store	Café	Pub	Park	Bus Stop	Fast Food Restaurant	Turkish Restaurant	Supermarket	Convenience Store	Middle Eastern Restaurant
8	Ealing	Coffee Shop	Pub	Hotel	Park	Italian Restaurant	Thai Restaurant	Pizza Place	Platform	Burger Joint	Sushi Restaurant
9	Enfield	Pub	Café	Coffee Shop	Restaurant	Bakery	Cocktail Bar	Park	Middle Eastern Restaurant	Grocery Store	Lounge

K-means clustering: similar boroughs



Results

The best boroughs to open a Russian restaurant are Lambeth and Tower Hamlets;

Greater London do not have a lot of Russian restaurant;

Existen Russian restaurant have relatevily compact location: Kensington and Chelsea, Westminster and Islington and have high rating and reviews;

Lambeth and Tower Hamlets are similar to boroughs with existent Russian restaurant;

Conclusions

- The best boroughs to open a Russian restaurant:

