

Best Restaurant category to introduce in the Financial District in London

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Introduction

The aim of the following report is to suggest the ideal restaurant category for a client to open a restaurant in the Financial District in London. The City of London and Canary Wharf form two distinct Financial centres in London, which high number of offices of Banks, investment and insurance firms. The work regiment of a lot of the people working in Finance tends to be quite similar, consisting of long hours in the office, although the hours of the day might vary between people. In light of these most prefer to have short, quick meals. Furthermore, the return-to-work post-COVID presents an excellent opportunity to introduce the people in the Financial District to new tastes, the new restaurant cuisine has the potential to capitalise on people looking to redevelop their routine workday habits and tastes.

Business Problem

The Client is interested in opening a restaurant in Canary Wharf as well as the City of London with an opportunity to capitalise on the ability to introduce fresh products to people Post-COVID, however, these restaurant still need to be a hit with those working in Financial sector, therefore, the client is looking at the New York data to see the restaurants in close proximity to Wall Street and compare them with London to find a niche category that is immensely popular in New York but has not been introduced in London yet. This is primarily motivated by the fact that New York and London otherwise have a close resemblance in tastes.

Data

To find the opportunities for both areas in London, we need the Data from London as well as from New York to facilitate comparison between the difference in food scenes in both places. The Data is gathered using the Foursquare API for both Wall Street in New York and the city of London and Canary Wharf in London, to locate and categorise these restaurants into their respective categories. The data is then wrangled into a Pandas Dataframe for further analysis.