**“The Battle of the Neighbourhoods – Tofu Tussle!”**

**Applied Data Science Capstone**

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**Introduction/ Business Problem**

As a food lover, I’m always looking for good places to eat when travelling. I have decided to pick two culturally contrasting cities with big food reputations to ask, which of the two actually fares better for a plant-based clientele? Therefore I will be investigating the concentration of local restaurants in London and Seoul that offer one particular plant-based favourite – tofu (or dubu 두부).

To answer this question, I will be primarily leveraging Foursquare location data to understand if there are particular neighbourhoods in London and Seoul that have more of an offering, and ultimately concluding based on the results which is the more plant-based friendly city.

I believe this to be a significant question to investigate, as it often takes a great deal of research to understand whether a city is “friendly” for a particular diet, and using a food that is a major staple of a plant-based diet provides a clear and easy metric for answering this question.

**Data**

First I will be using Wikipedia to gather information about postal codes and areas in Seoul and London in order to define major central neighbourhoods, and I will represent these on a map. I then intend to use Foursquare location data, as well as “tips” and “menus” to search for references to the keywords “tofu”, “dubu” and “두부” (in order to cover for content in English and Korean).

By tallying counts of restaurants against neighbourhoods, I hope to show areas in London and Seoul that have the largest offerings of tofu in restaurants, and ultimately conclude which city has the overall best offering of tofu.