IBM Data Science Professional Certificate

IBM Capstone Project: Applied Data Science Capstone

Final report

The Battle of the Neighborhoods

Introduction/Business Problem section

A company would like to open a Russian restaurant in Greater London.

There are a lot of immigrants from former USSR in London that like Russian Food. Many Russians like the UK and London is one the favorites cities for tourism. Also some native citizens are interested in Russian Food. It's quite exotic for them.

It means Greater London has good conditions for opening a Russian restaurant potentially.

Greater London is organized into 33 government districts:

- 32 boroughs;
- the City of London.

It's a huge region covers about 1600 square km and has population about 9 million people. All boroughs are very different.

Therefore, it's very important to understand what place is the best to develop a new branch of business (to open Russian restaurant).

Data section

We will use the next data sources:

- Foursquare API.
  https://ru.foursquare.com/
  This service is used to collect Foursquare location data, explore each borough of London and acquire information about venues, especially restaurants, café, bars, pubs, etc. We will use this data to understand better how many restaurants in boroughs. Also it will help us to create maps.
- The London Datastore
  https://data.london.gov.uk/

The London Datastore has been created by the Greater London Authority. It has a lot of free data for every year about boroughs, populations, squares, etc. in Greater London. The most useful for us are a list of borough names and borough population for 2020 year:
https://data.london.gov.uk/dataset/land-area-and-population-density-ward-and-borough

- TripAdvisor
https://www.tripadvisor.com/
Unfortunately, Foursquare does not have information about all Russian restaurants and Russian Food, therefore we need to collect and check some information manually, particularly on TripAdvisor.