

Capstone Project - Oxford

Where to open a pub in Oxford?

- Oxford is an ancient town with a lot of attractions and historical buildings
- It is a very popular tourist destination and has a lot of students studying at the University of Oxford
- However it is very hard to find a place for a drink during peak periods – so where should we open a pub in Oxford?

Data used in the analysis

- PostCode details
- Latitude and longitude details of Oxford
- Data was gathered from the internet (Wikipedia, Doogal)

- Based on the results, there are quite a few pubs already in the city and the density decreases as we move away from the city centre, and other venues become more popular (e.g. shops).

	Neighborhood	1st Most Common Venue	2nd Most Common Venue	3rd Most Common Venue	4th Most Common Venue	5th Most Common Venue	6th Most Common Venue	7th Most Common Venue	8th Most Common Venue	9th Most Common Venue	10th Most Common Venue
0	Central and South Oxford, Kennington, Boars Hi...	Coffee Shop	Pub	Café	Thai Restaurant	History Museum	Hotel	Sandwich Place	Bookstore	English Restaurant	Burger Joint
1	East Oxford, Cowley, Blackbird Leys, Littlemor...	Pub	Pizza Place	Turkish Restaurant	Burger Joint	Greek Restaurant	Moroccan Restaurant	Mediterranean Restaurant	Italian Restaurant	Indian Restaurant	Ice Cream Shop
2	North East Oxford, Beckley, Headington, Marsto...	Convenience Store	Bar	Pub	Furniture / Home Store	Turkish Restaurant	English Restaurant	Concert Hall	Deli / Bodega	Dessert Shop	Diner
3	North and West Oxford, Botley, North Hinksey, ...	Harbor / Marina	Farm	Bed & Breakfast	Concert Hall	Convenience Store	Deli / Bodega	Dessert Shop	Diner	English Restaurant	Farmers Market

- Conclusion and future directions
- Oxford has a vivid life, good quality pubs are always welcome, however if opening a pub in Oxford, the east side of the railway station is recommended. This can be a good starting point to carry out a deeper analysis considering more attributes (e.g. prices, reviews)

