Introduction/Business Problem section

1.1. Background and description:

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

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

1.2. Target Audience:

Customer is a company, that want to start a Russian restaurant. We should help to make the best choice, to recommend the correct borough and explain why this place is better than others.

1.3. Success Criteria:

The success criteria of the project will be a good recommendation of borough for a restaurant.