**Business Problem**

This is a hypothetical business problem.

Our client is young entrepreneur with long working experience in Ice-cream shops.

He wants to open his own Ice-cream shop in London. He has visited London the past five years but he hasn’t decided yet about the area of his business.

We intend to find the optimal location of his business at areas that would be mostly visited by locals, tourists and families with children. Ideally at places that are not many shops of its kind and there is not much of a competition.

The analysis will be based on the assumption that we can use unsupervised machine learning to create clusters of districts and provide us with a list of areas for considerations.

Data

For the analysis of this business problem we will need the following data:

1. List of districts in London, List of postal codes and areas
2. Geo-coordinates of the London districts
3. Top venues of districts

The list of districts will be obtained from the Wikipedia.

Of from https://www.doogal.co.uk/london\_postcodes.php

ant the corresponding CSV file London Postcode.csv

Geo-coordinates of the London borough will be obtained with the help of a geocoded tool in Python.

We will use Foursquare APIs to select top venues data.