New Restaurant in London

1. Introduction

A new investor who living in London has contacted me looking to open a restaurant in her place. Nevertheless, she doesn't know in which neighborhood the restaurant would gain more focus from the customers and face lesser competition from other restaurants. Since it is very important to choose one of the most suitable neighborhood and this is an essential step for the success of the business in the future, I would like to use the knowledge in this course to help her by conducting some useful analysis.

2. Data Gathering

We will collect our data from three major sources, and use the following steps to solve the problem. First, from Wikipedia webpage (https://en.m.wikipedia.org/wiki/List_of_areas_of_London), which contains the information of postal codes, boroughs and neighborhoods of London, so that we can extract geography information of London. Second, obtain coordinates data from Geocoder Python package, which provide the longitude and latitude according to London, so that postal code and borough can be converted into their equivalent latitude and longitude values. Lastly, connecting to Foursquare API (https://api.foursquare.com), which contains most common venues according to the neighborhood, to take data and gather information about venues in each neighborhoods in London city and get the most common venue categories in each neighborhood. Finally, find the best recommendation neighborhoods for the investor.