The Battle of Neighbourhoods

Best Neighbourhoods in London Borough

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Business Problem section

Data that might contribute to determining the neighbourhood
1. How safe
2. Affordability
3. Accessibility
4. Facilities
5. Happiness index etc.

Business Problem

How could we provide support to homebuyers clientele in to purchase a suitable home in London in this uncertain economic and financial scenario?

Solution

Clustering London neighborhoods in order to recommend venues and the current average price of real estate where homebuyers can make an investment.
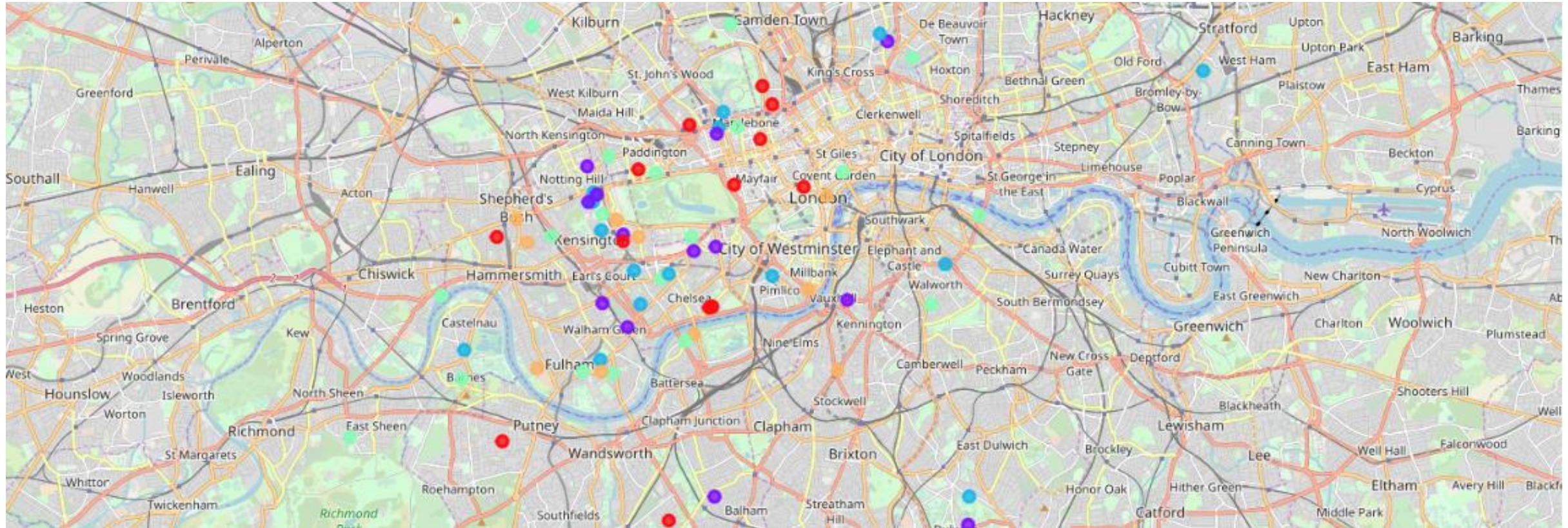
Data and Methodology

❑ Data:
1. Find all boroughs in London.
2. Latest crime data records.
3. Affordability of House
4. Happiness index

❑ Mehodology:
1. Visualise crime rates in London borough
2. Visualise price per m2 in each borough
3. Analyse happiness index
4. Modeling

K – Means Clustering

Outcome

❏ Third cluster is the biggest one with all amenities, like Train station, Restaurant, Grocery store, Pub etc. If people prefer to live in all amenities location then third cluster is the best.

❏ First cluster contains two neighbourhood where most common place is train station. People who use travel can use this area.

❏ Second cluster containing mostly bakery and restaurants which can opt preferably for foodies.

❏ Fifth cluster contain only one place where most common place is business service and racetrack etc.

❏ Last cluster also contain only one place where mainly for those who prefer to eat outside.

THANK YOU