

Business Opportunities for the Edinburgh Tram Extension

Moray Barclay

IBM Data Science Professional Course
Capstone Project
26th May 2019

Edinburgh



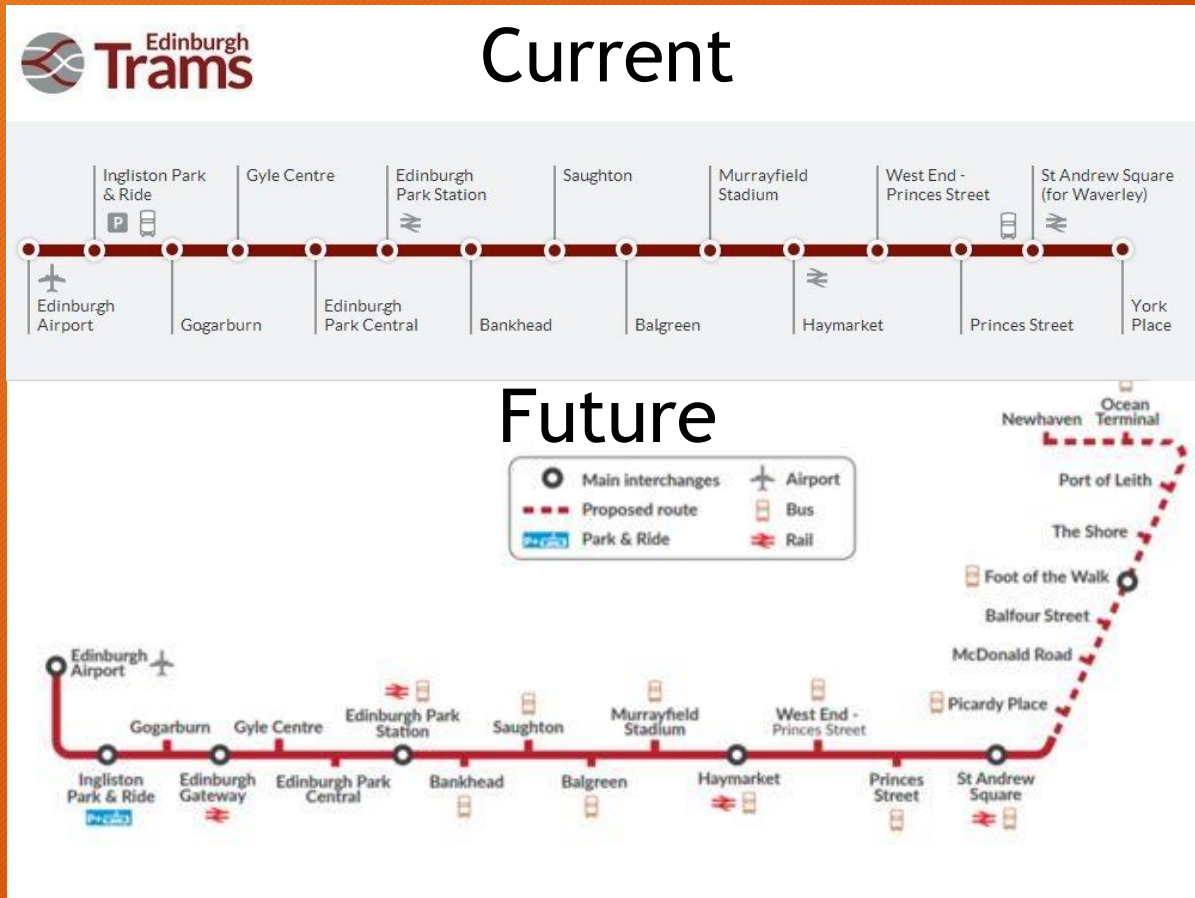
Population: 500,000

Growth: 12.5% over 10 years

International Visitors: 2M

UK Visitor Ranking: 2nd

Edinburgh Tram Line



Opened: 05/14

Passengers: 7.3M / annum

Extension Approved: 03/19

Extension Due: 03/23

What business opportunities does the extended tram line offer?

Data Sources



Scottish Government
Riaghaltas na h-Alba
gov.scot

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 - Background and Methodology

Postcode Lookup - Edinburgh, City of

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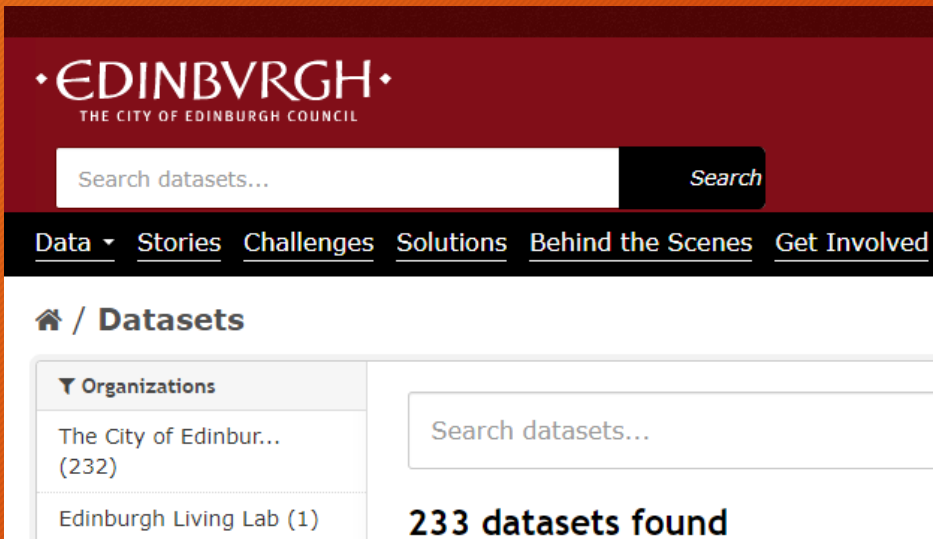
LITTLEJOHNS
Residential Property Managers | Established 1879

Edinburgh 2019-2020

Band	Annual Council Tax	Per Month*
A	£1147.76	£114.77
B	£1339.05	£133.90
C	£1530.35	£153.03
D	£1721.64	£172.16
E	£2221.32	£222.13
F	£2717.46	£271.74
G	£3241.98	£324.19
H	£4018.11	£401.81

.xls

.CSV



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- The City of Edinburgh... (232)
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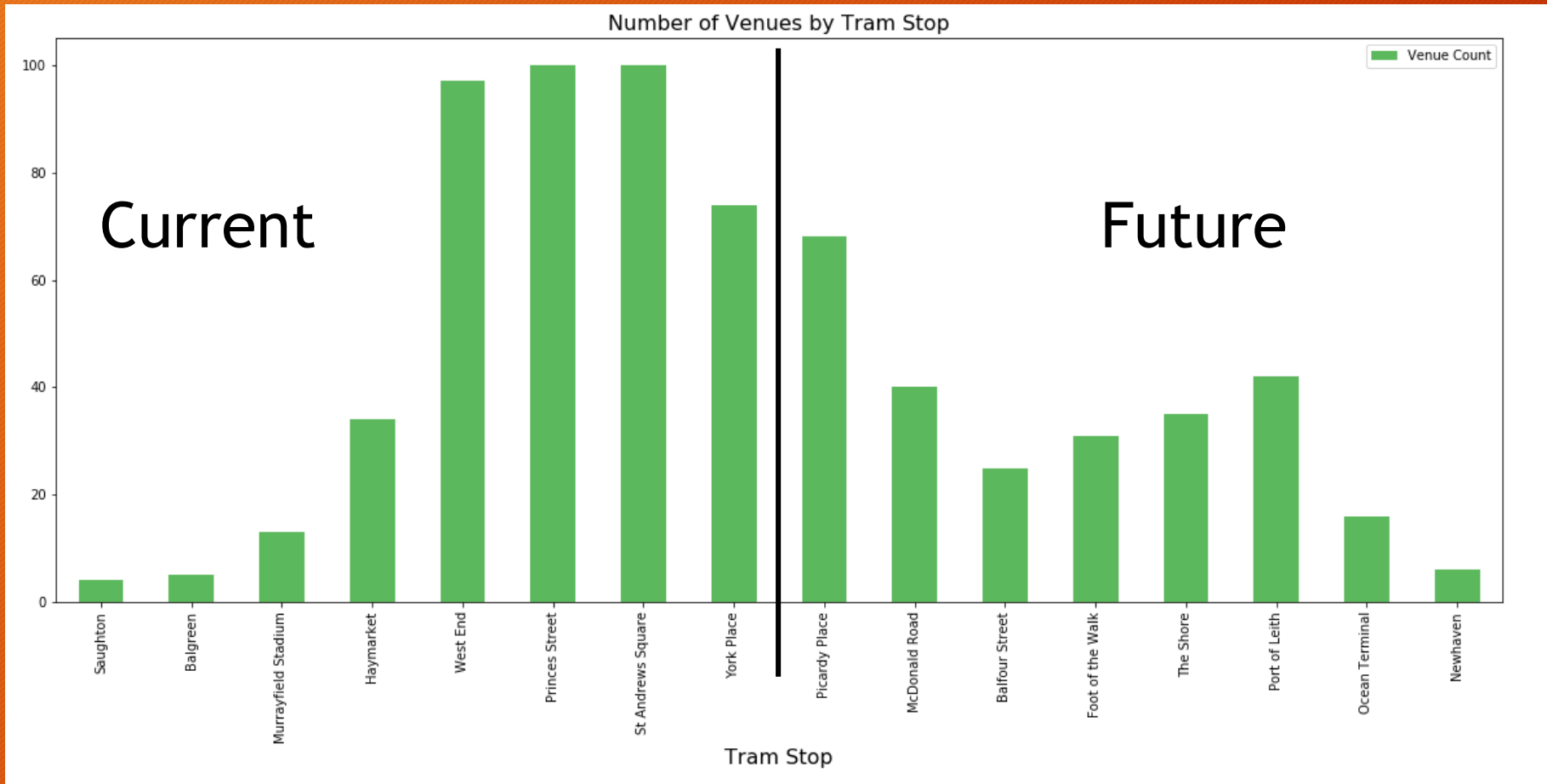
scraping

API

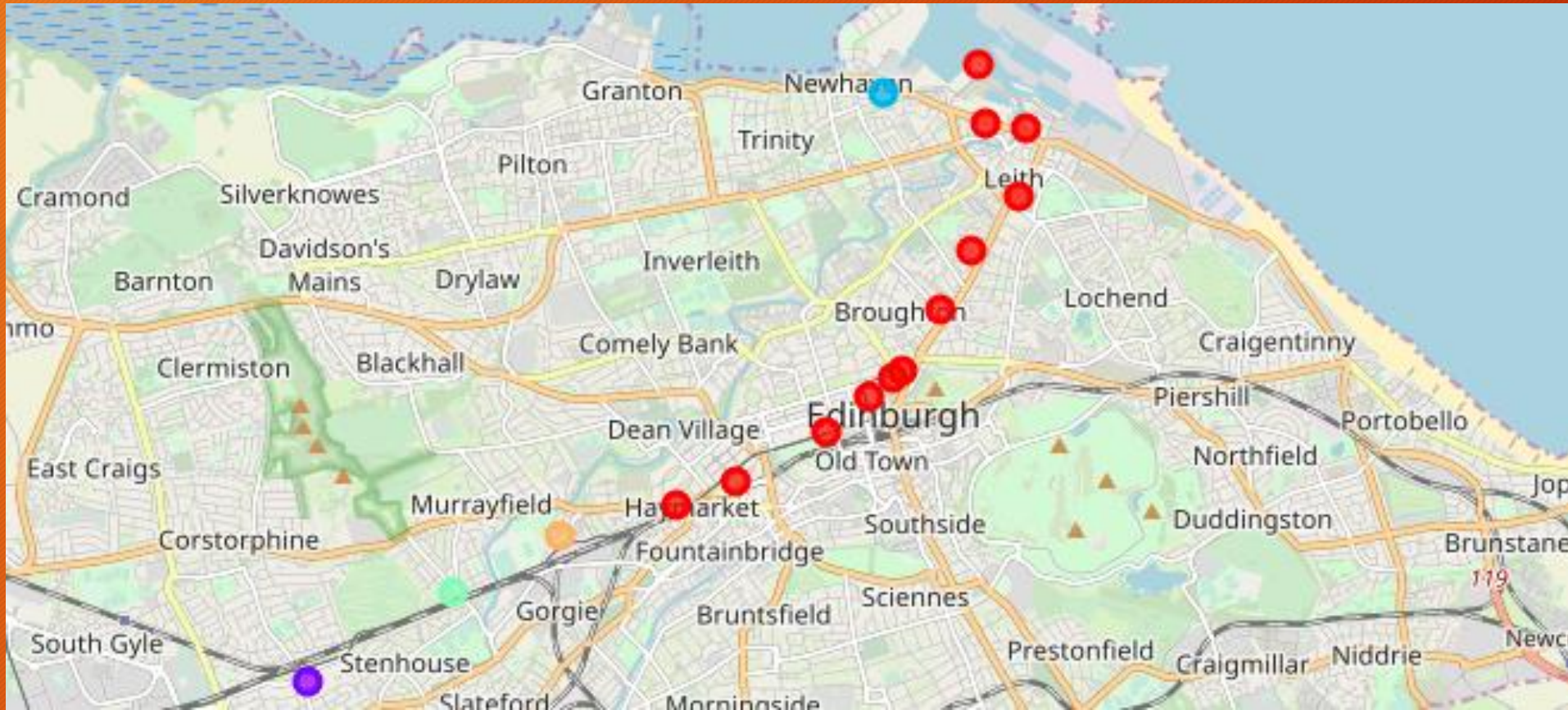
Final Dataframe for Geo Analysis

	TramStop	Postcode	Status	intZoneName	Deprivation	Council Tax	PostcodeUK	Latitude	Longitude
0	Saughton	EH11 3NE	Current	Stenhouse	973	1147.76	EH11 3NE, UK	55.954953	-3.193626
1	Balgreen	EH12 5XQ	Current	Balgreen and Roseburn	4962	2221.32	EH12 5XQ, UK	55.938746	-3.252139
2	Murrayfield Stadium	EH12 7AB	Current	Corstorphine	5956	1721.64	EH12 7AB, UK	55.942157	-3.279596
3	Haymarket	EH12 5JZ	Current	Dean, West End and West Coates	5897	1824.44	EH12 5JZ, UK	55.946088	-3.219854
4	West End	EH3 8ET	Current	Tollcross	4593	2286.55	EH3 8ET, UK	55.947872	-3.211167
5	Princes Street	EH2 1GF	Current	New Town West	5689	0.00	EH2 1GF, UK	55.953478	-3.201140
6	St Andrews Square	EH2 2BD	Current	Old Town and Leith Street	2964	0.00	EH2 2BD, UK	55.953542	-3.192686
7	York Place	EH1 3JD	Current	Old Town and Leith Street	3197	3049.72	EH1 3JD, UK	55.956369	-3.188400
8	Picardy Place	EH1 3JT	Future	Old Town and Leith Street	3197	1569.38	EH1 3JT, UK	55.957080	-3.187381
9	McDonald Road	EH7 4LX	Future	Broughton	5499	1703.09	EH7 4LX, UK	55.935023	-3.332908
10	Balfour Street	EH6 5EP	Future	Bonnington and Pilrig	3261	1434.70	EH6 5EP, UK	55.966748	-3.177103
11	Foot of the Walk	EH6 7AB	Future	Great Junction Street	786	1339.05	EH6 7AB, UK	55.971126	-3.170299
12	The Shore	EH6 6QN	Future	Leith Docks	4086	1824.44	EH6 6QN, UK	55.976969	-3.169065
13	Port of Leith	EH6 6JD	Future	North Leith and Newhaven	241	1530.35	EH6 6JD, UK	55.977093	-3.174966
14	Ocean Terminal	EH6 6JJ	Future	Leith Docks	2772	2726.92	EH6 6JJ, UK	55.980920	-3.177839
15	Newhaven	EH6 4JJ	Future	North Leith and Newhaven	2218	1530.35	EH6 4JJ, UK	55.979565	-3.189817

Foursquare Venues per Tram Stop



Clustered Tram Stops



Conclusion: Go To Newhaven!

