



Is there room for a new restaurants in London?

CAPSTONE PROJECT

London is a nice safe
city to live in most
areas for most of the
time

INTRODUCTION

- A restaurant is a business that prepares and serves food and drinks to customers.
 - Restaurants are classified or distinguished in many different ways.
 - The idea that the food in the UK is the worst in Europe is a thing of the past.
 - Cities like London are on the cutting edge of the culinary scene.
-

Goal:

The main objective of this project is to select the safest area of London, where a new restaurant could be opened, based on official and available police information. To this end, besides security testing, it is also necessary to examine the market, i.e. to check the types and locations of existing restaurants in the town area of interest.

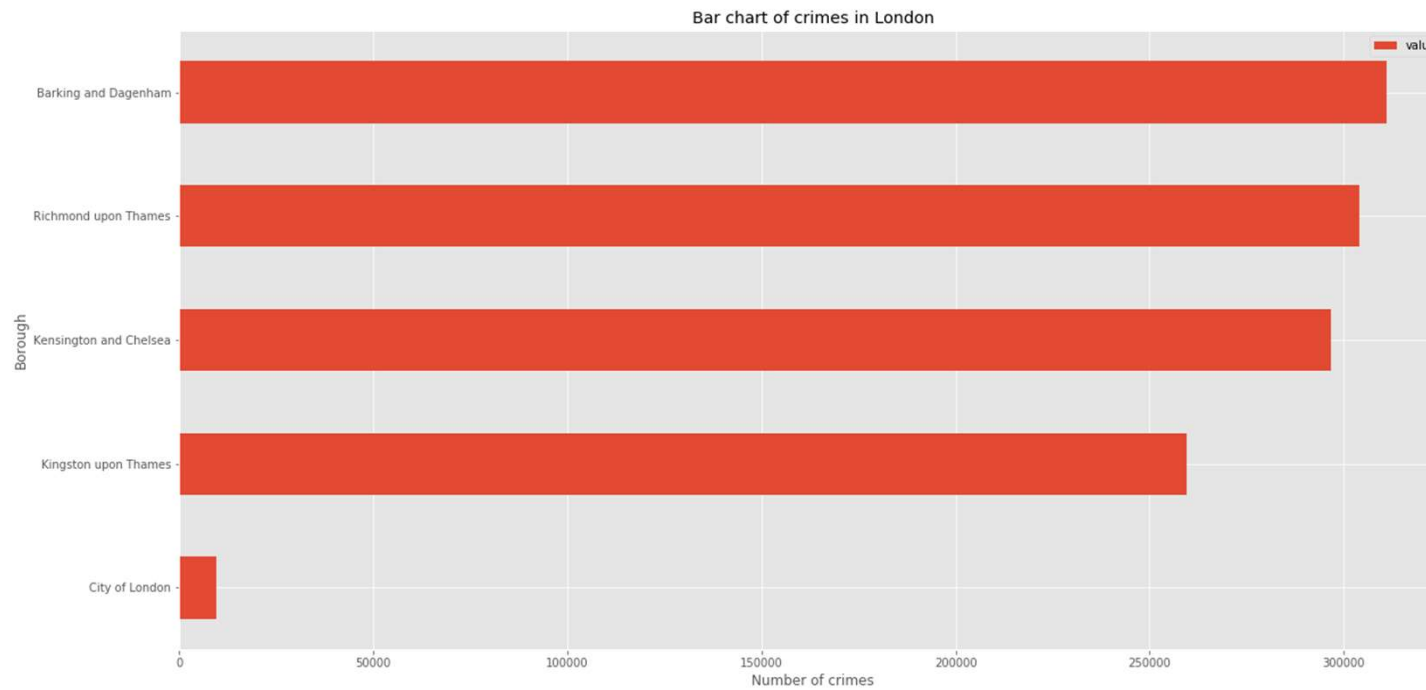
Interest:

This type of analysis can be of interest to anyone who wants to move to London, especially if it is a caterer or a person planning to start a business by opening a restaurant. In addition, people already living in London who wish to pursue this type of occupation may be potential clients.

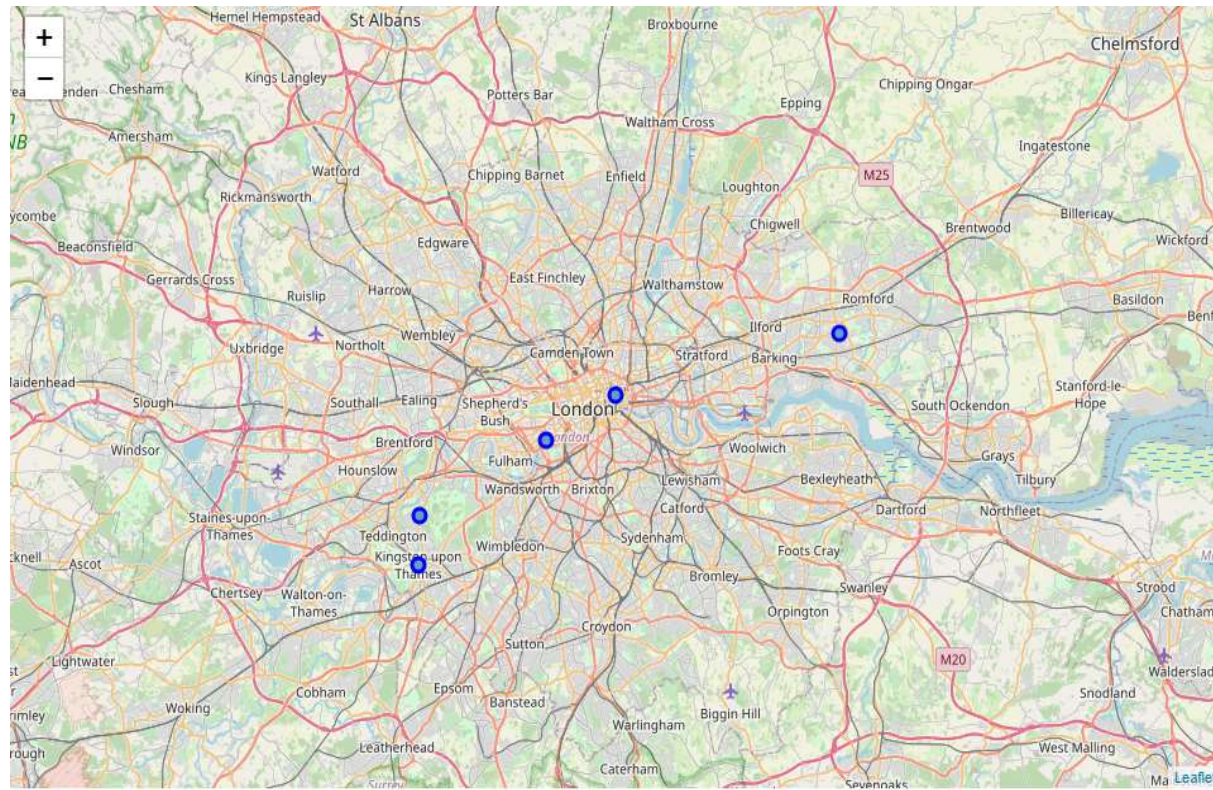
Data/ safety:

https://www.kaggle.com/jboysen/london-crime#london_crime_by Isoa.csv

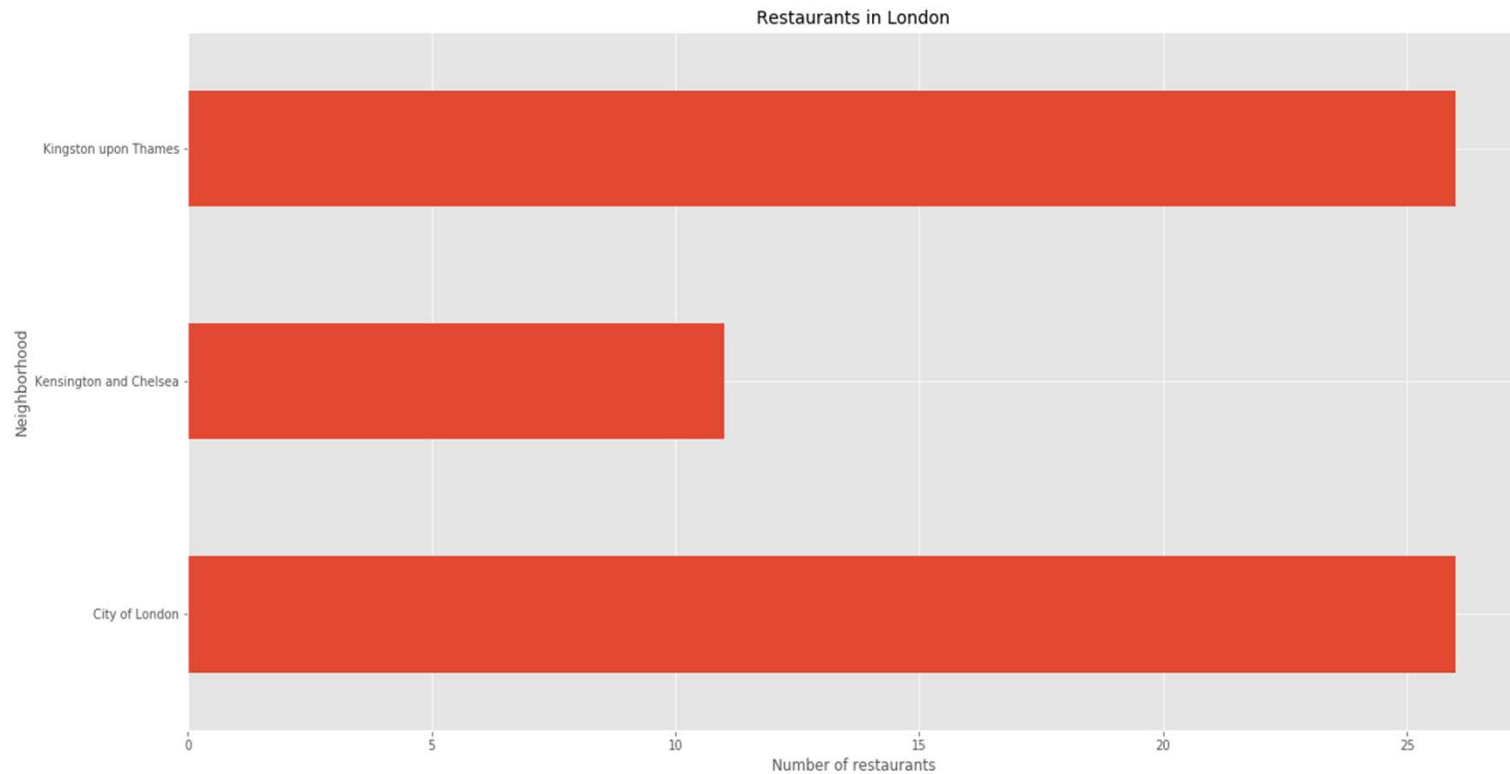
Most safe areas of London:



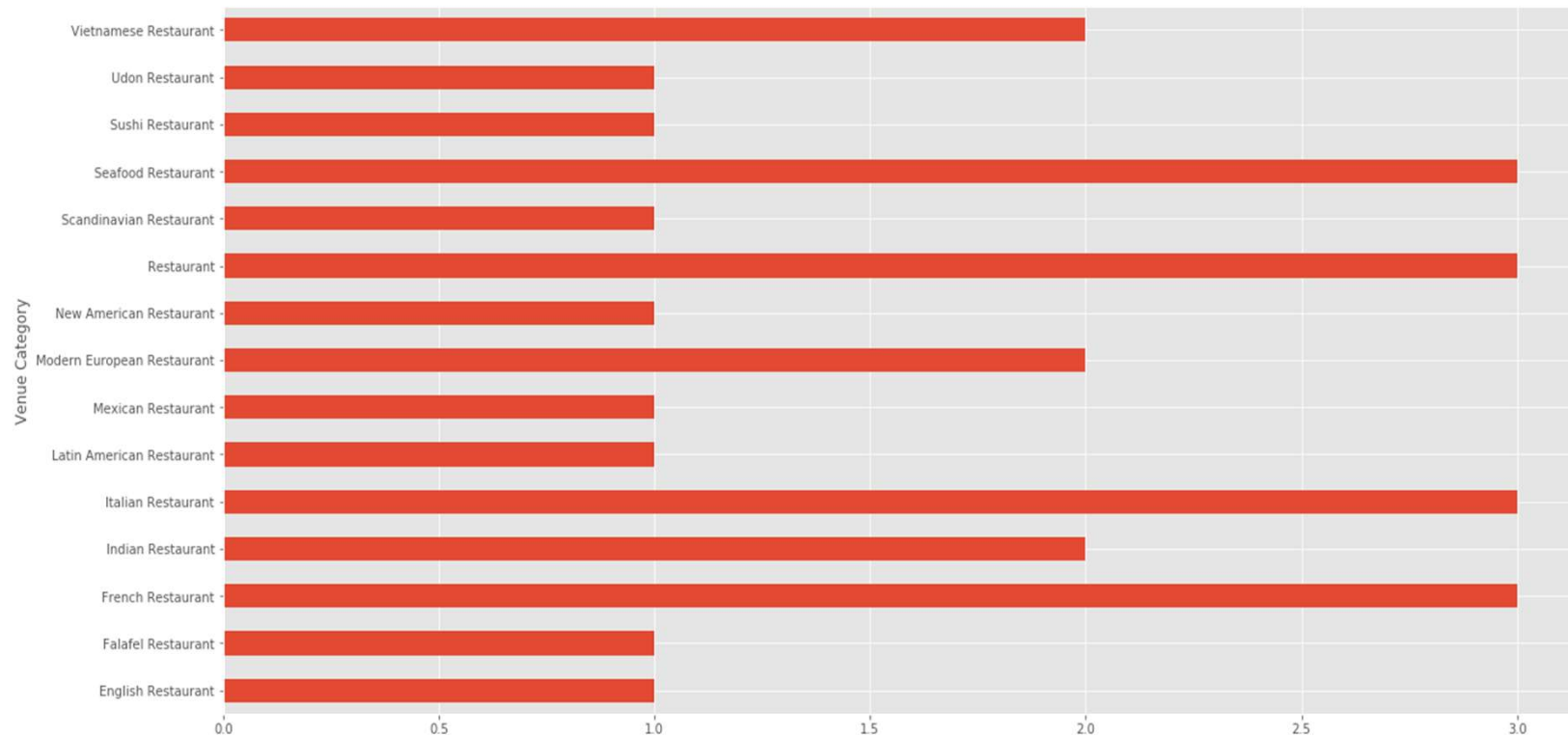
Safest parts of the city:



Restaurants in the safe boroughs:



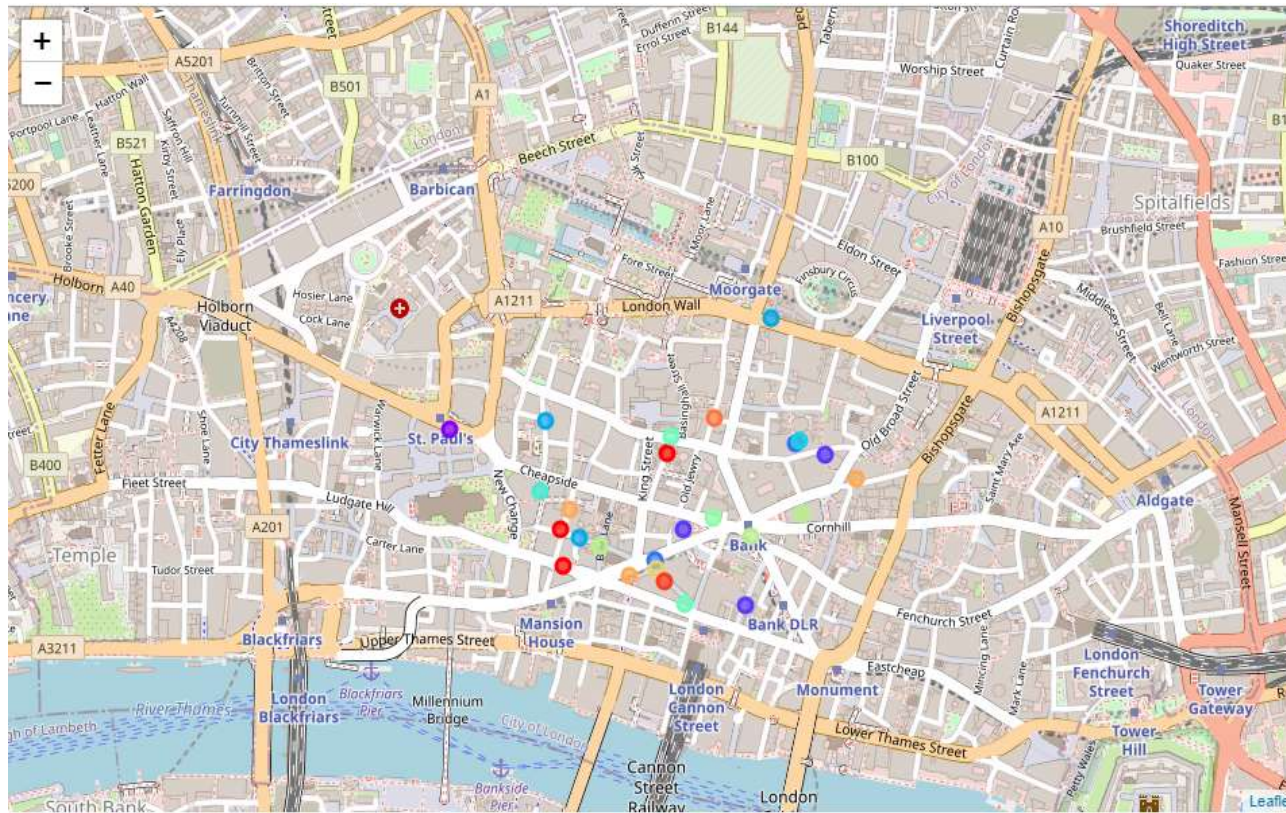
Types of restaurants in the City:



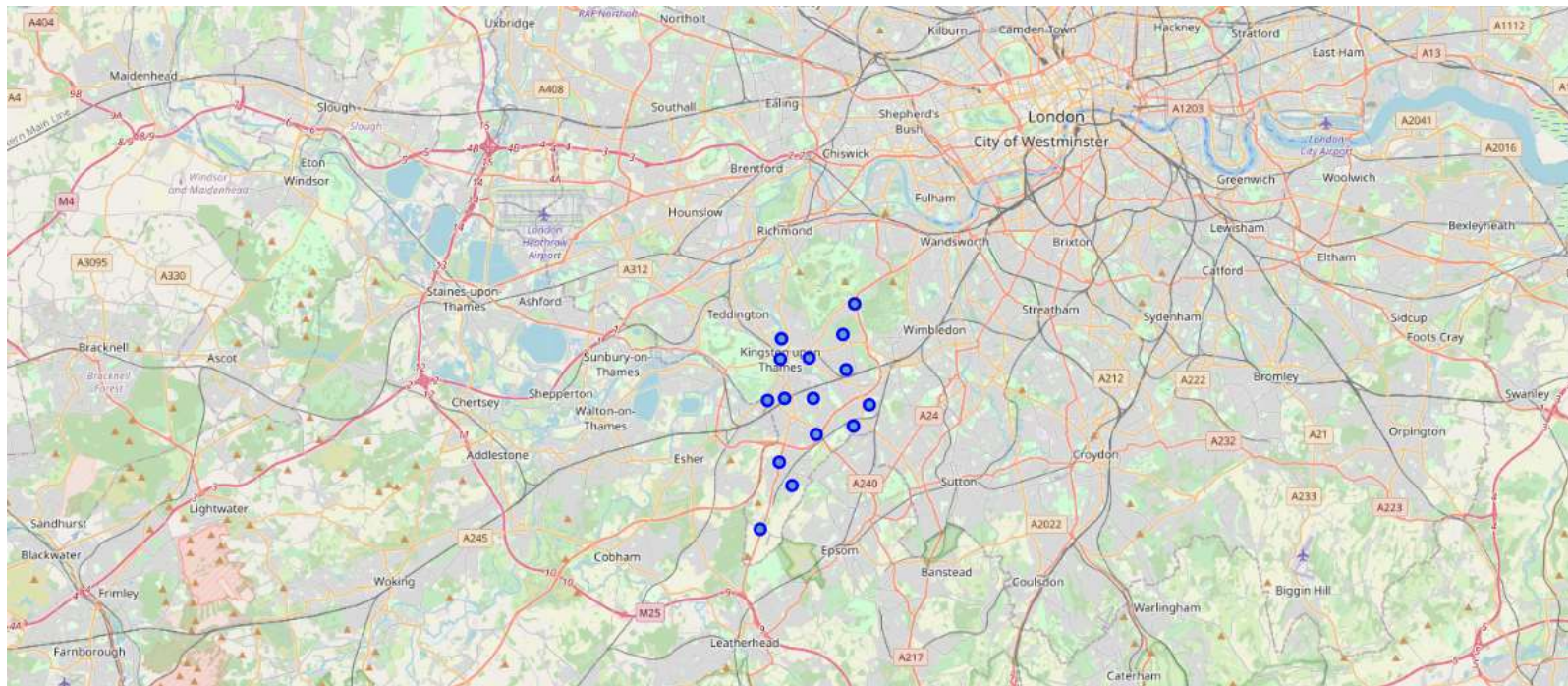
Map of restaurants:



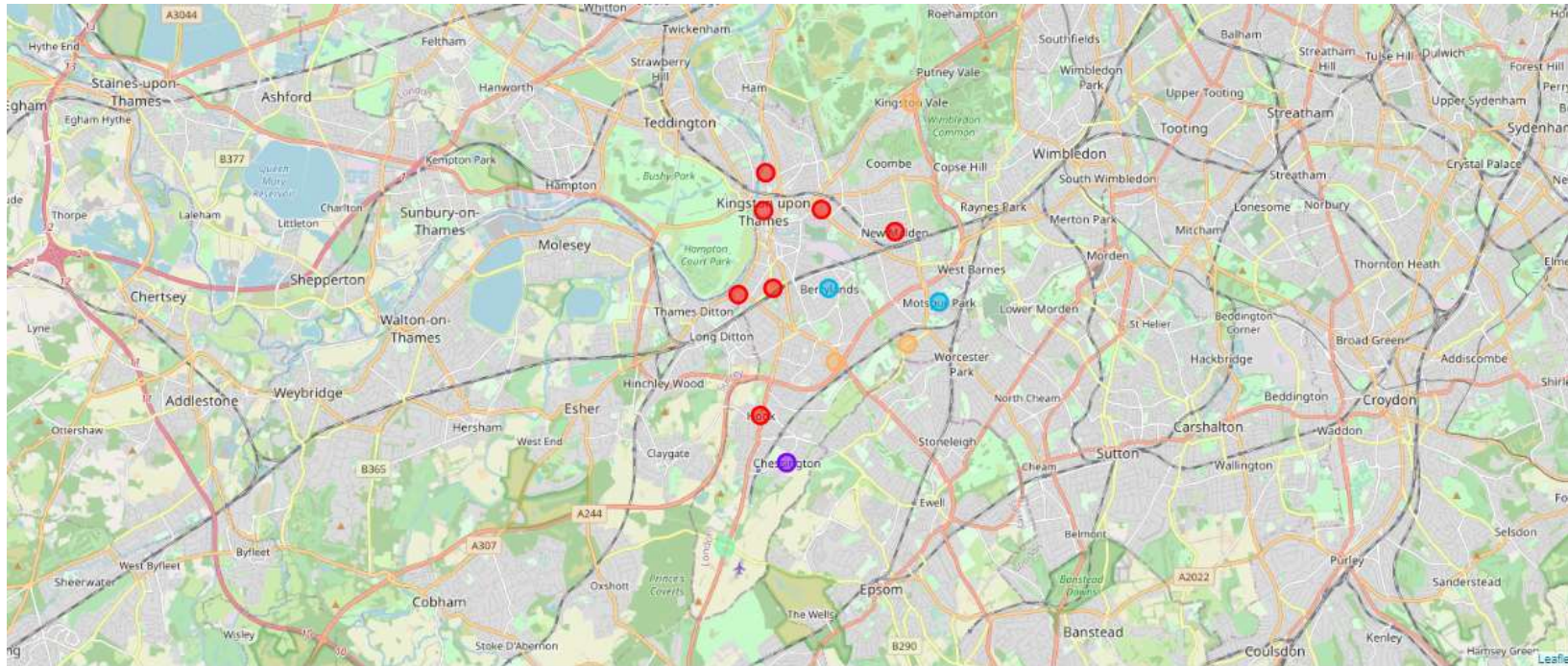
Clustered restaurants in the City:



City of London is a borough but there are no neighbourhoods in it, so detailed cluster analysis will be performed on the next safest part of London, which is Kingston upon Thames:



K-means clustering algorithm is used to divide all 15 neighbourhoods into 5 clusters:



Discussion:

- The safest parts of London in relation to the total number of criminal incidents are City of London, Kingston upon Thames, Kensington and Chelsea, Richmond upon Thames, and Barking and Dagenham,
- There are currently 28 different types of restaurants registered in City of London,
- There is a reasonable expectation that there is still room to open a new restaurant in this part of the city.
- If you have a family probably you should choose cluster 3 in Kingston upon Thames, if you prefer to have some places to go out and have some fun, then opt for first cluster.

Thank you for your attention

