Exploring London Tube Neighborhood using web and Foursquare location data: Data Science Real Life

Business Problem: Prospect of a Restaurant/Bar, close to Tube Stations in London, United Kingdom

Introduction

London Underground, better known as the Tube, has 11 lines covering 402km and serving 270 stations. The Tube handles up to 5 million passenger journeys a day. At peak times, there are more than 543 trains whizzing around the Capital

For this project, we want to look at the neighborhood surrounding the Tube stations and classify them based on the Restaurants and Bars closest to a station. By analyzing this data, we can classify stations and explore the opportunities to start up a new business. Given this scenario, we will go through the benefits and pitfalls of opening a restaurant/bar around the neighborhood

Target Audience

What type of clients or a group of people would be interested in this project?

1. Business personnel who want to invest or open a restaurant/bar. This analysis will be a comprehensive guide to start or expand restaurants targeting the large pool of people availing the Tube in London

2. Foodies and budget-conscious drinkers to find reasonable restaurants/bars on the way to home

3. Budding Data Scientists, who want to explore more on the subject and discover new insight and solve various business problems