

# 1. Introduction

## 1.1. Background

London is the capital and largest city of England and the third-most populous city in Europe. It is considered to be one of the world's most visited, most expensive and most influential cities. It is known for its rainy climate, ethnic diversity, Big Ben, the financial industry, and its sprawling subway system.

London is also one of the most amazing places to eat, thanks to an incredible variety of international cuisines and some of the most talented chefs in the world. London's thriving economy, multicultural demographics and access to ingredients make it an ideal place for restaurants to flourish.

## 1.2. Business problem

The objective of this project is to find the most suitable location(s) to open a new Italian restaurant in London.

## 1.3. Target audience

Types of clients or a group of people that would be interested in this project are:

- Business personnel who wants to invest or open an Italian restaurant in London. This analysis will be a comprehensive guide to start or expand restaurants targeting the large pool of office workers in major business districts of London city during lunch hours.

# 2. Data

## 2.1. Feature selection

Potential places for a new restaurant to open should feature:

- The number of food places and specifically the Italian cuisine restaurants nearby.
- Good transportation system/connection to other neighborhoods of the city. So we will search for places with at least one metro station in the vicinity.

## 2.2. Data sources

The following data sources will be needed to extract/generate the required information:

- List of major business districts in London:  
[https://www.savills.co.uk/research\\_articles/229130/177600-0](https://www.savills.co.uk/research_articles/229130/177600-0)
- Geographical boundaries of London wards:  
<https://github.com/garethbentley/London-council-wards-GeoJSON>
- List of London subway stations:  
[https://en.wikipedia.org/wiki/List\\_of\\_London\\_Underground\\_stations](https://en.wikipedia.org/wiki/List_of_London_Underground_stations)
- Locations of different cuisine restaurants: Foursquare API  
<https://developer.foursquare.com/>