Peer-graded Assignment (Week 1)

Capstone Project - The Battle of Neighborhoods Report

Choosing the best neighborhood to move to London

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1. Introduction/Business Problem

Every year, hundreds of thousands of people make the move to London both from within the UK and from overseas.

When moving to a new area, safety is top concern as well as housing and rental prices which can vary widely from borough to borough. People who are considering moving to London, need to identify and explore its boroughs and pick the most suitable neighborhood.

The aim of this project is to group London's boroughs into areas that share similar characteristics, based on crime metrics, housing costs and nearby venues. This grouping will speed up the relocation process, by narrowing down the list of areas to search for a new home.

2. Data

In order to solve the problem, the following data sources will be used:

- [Recorded Crime: Geographic Breakdown](#) Metropolitan Police Service

This data counts London's number of crimes at borough geographic level per month, according to crime type. Data is available in a file with the most up to date data covering the last available 24 months (From 01/06/2019 To 31/05/2021).

- [List of London boroughs](#), from Wikipedia

This data is scraped from Wikipedia page and contain the List of London boroughs and geospatial co-ordinates.

- [UK House Price Index](#) Land Registry

The UK House Price Index (UK HPI) captures changes in the value of residential properties and contains average housing prices per borough, per year (from 1995 to April 2021).

- [Foursquare](#) location data

Foursquare API will be used in order to get the most common venues of each borough, explore and segment them.