1. Introduction

1.1 Background

We can often observe that people move to different cities for the purpose of education, jobs, business, etc. The UK's migrant population is mostly concentrated in London. Being one of the prime cities in the UK, there are significant number of people who move to London from either other cities or other countries.

While moving to a new city, we must thoroughly research about various factors that may affect our stay and life there. To ensure a comfortable life, a sensible decision must be made to not end up wasting time or money or risking any other factor. Safety in the locality is one of the top most priority, without which one cannot be comfortable with living there.

1.2 Problem

The statistical data for Crimes in London which is available on kaggle.com. It contains data regarding various crimes in different boroughs of London. The dataset information may not be up-to-date and the current crime rates may have changed over time.

The main objective of this project is to exploring the data for London to find the safest borough in London which is based on the total crimes. The neighbourhoods in that borough are explored to find the most common venues in each neighbourhood which may include restaurants, parks, gymnasiums, etc. which can help the user to know the neighbourhoods better and be aware of all the available facilities/resources. Ultimately the neighbourhoods are clustered using k-means clustering algorithm to identify similar neighbourhoods.

1.3 Target Audience:

The people who are considering or are planning to relocate to London will be interested to understand and identify the safest borough in London. When relocating to a new city, especially prominent cities which have vast areas, population, it is very difficult to identify and understand the areas regarding their safety. It is important to make sure that one is fairly informed regarding this factor before relocating to avoid any waste or money, time or unsafe incidents. People who are facing this problem, can use this analysis to easily identify a suitable and rather safest borough in London. Additionally, they can explore the neighbourhoods in that borough and the most common venues in those neighbourhoods. For instance, the food joints, parks, etc. that can be found in every neighbourhood.