

# IBM DATA SCIENCE PROFESSIONAL COURSE CAPSTONE PROJECT

## Segmenting & Clustering Neighborhoods in LONDON

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**IF SOMEONE IS LOOKING TO OPEN AN JAPANESE RESTAURANT IN THE CITY OF LONDON, WHERE WOULD YOU RECOMMEND THAT THEY OPEN IT?**



# BUSINESS PROBLEM



- The project goal is to perform a Segmenting and Clustering Neighborhoods in London
- Assist who is looking to open a Japanese restaurant in the city of London with recommendations.

# DATA REQUIREMENTS



Steps needs to be completed

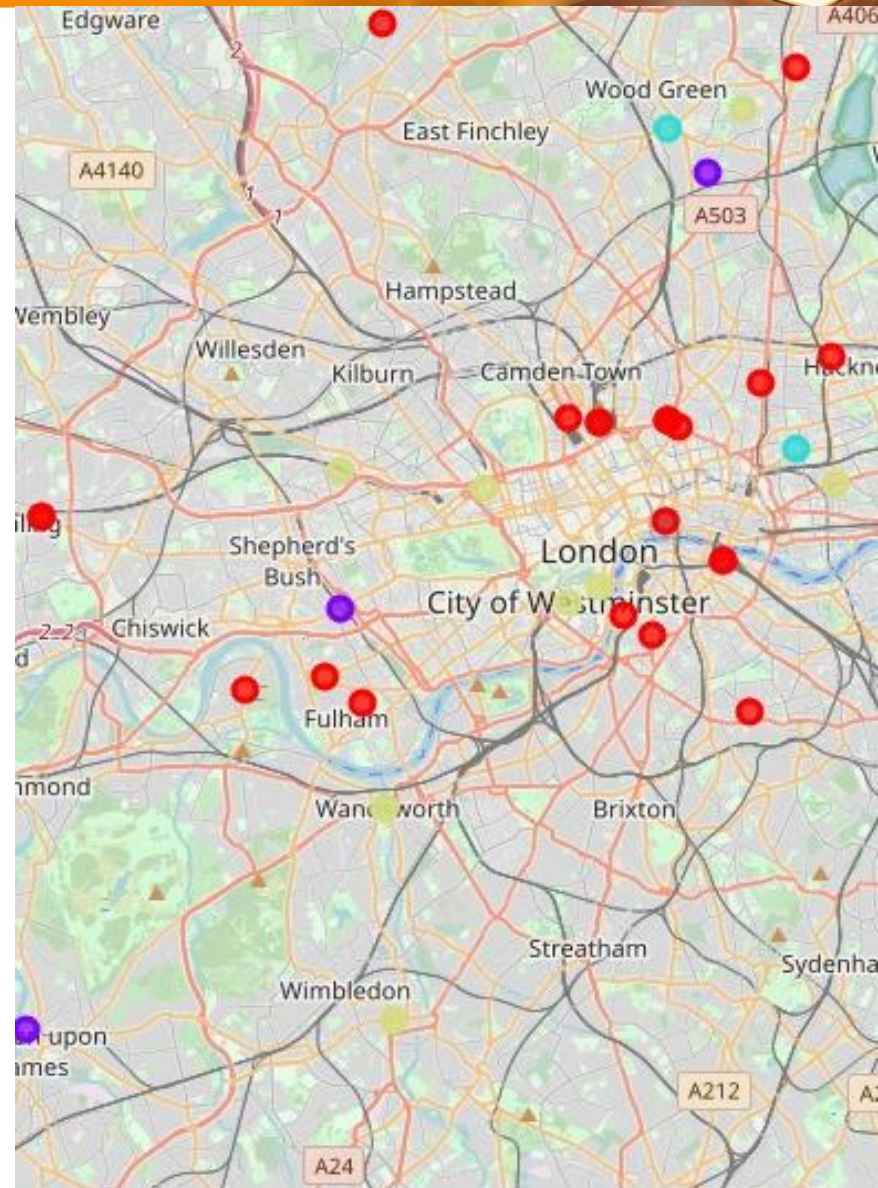
- List of Neighborhoods in London
- Latitude and Longitude coordinates of city London
- Venue data (powered by Foursquare), particularly related to Japanese Restaurants
- Clustering



# RESULTS

The output from the clustering algorithm shows the division of all the neighborhoods into 4 groups in terms of number of Japanese restaurants present in that area.

- Cluster 0: Neighborhoods with very low number of Japanese restaurants
- Cluster 1: Neighborhoods with low number of Italian restaurants
- Cluster 2: Neighborhoods with heavy competition of Italian restaurants
- Cluster 3: Neighborhoods with heavy competition of Italian restaurants



# SUGGESTIONS



## Recommendations

- Category 3 having intense competition which is not recommended.  
Category 0 also non-existence of competition, hence, it is not recommended
- Japanese restaurant with variety of food, cheap prices etc. can go for Category 1 but Category 2 is recommended more than Category 1 due to a significantly higher expected target audience.



*Thank you*