Grouping Boroughs of London based people’s taste in food

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1. **Introduction**
   1. **Background:**

I have been living in London for the past four years and have found that London’s food scene very diverse. There is a wide range of restaurants with varying cuisines like Indian, Mexican, American etc and different types from fine dining to street food. There are many new restaurants opening in London each year, some do well and some not so well.

* 1. **Problem:**

It’s important for restaurant owners to know the specific cuisine to target when opening a restaurant in specific Borough or updating menu of existing restaurant to make sure more people visit.

The aim of this project is to find top restaurants in a Borough, find top 5 cuisines and group Boroughs that have people with similar taste in food.

* 1. **Interest:**

Obviously, new restaurant owners will be able to take advantage of this analysis to determine if they should open restaurant with specific cuisine in a Borough looking at the data from the past. Similarly, existing restaurant owners will be able to use this data to improvise or update their menu.

This analysis can also help tourists who have specific taste in food to target a Borough on their visit to London

1. **Data acquisition and cleaning**
   1. **Data Sources:**

Wikipedia will be used to get list of London Borough’s and their latitude and longitude details(<https://en.wikipedia.org/wiki/List_of_London_boroughs>).

Foursquare APIs like Venues Search, Venues Details will be used to gather list of top restaurants in a Borough and getting their details like user visit count, rating, likes, dislikes etc.

Details of data cleansing and feature extraction will be added to this report once I start analysing the data.

I am hoping to use clustering to group Borough’s with similar taste in food and showcase this on a map.