

London restaurant

Best location for a restaurant in london

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The question

A restaurant company want to develop a branch in london. But as the rent in london is very expensive we want to be sure the chosen place will be the most interesting for this kind of activity.

Methodology

- Get the data
- Clean the data
- K-mean analysis
- Recommendation

Data

	Borough	latitude	longitude
0	Greenwich	51.482084	-0.004542
1	Hackney	51.543240	-0.049362
2	Hammersmith	51.492038	-0.223640
3	Islington	51.538429	-0.099905
4	Kensington and Chelsea	51.498995	-0.199123

FIGURE – borough's latitude and longitude

	Borough	Borough Latitude	Borough Longitude	Venue	Venue Latitude	Venue Longitude	Venue Category
0	Greenwich	51.482084	-0.004542	Old Royal Naval College	51.483234	-0.005579	Historic Site
1	Greenwich	51.482084	-0.004542	Painted Hall	51.482889	-0.006420	Museum
2	Greenwich	51.482084	-0.004542	National Maritime Museum	51.481329	-0.005581	History Museum
3	Greenwich	51.482084	-0.004542	Greenwich Naval College Gardens	51.483007	-0.008362	Garden
4	Greenwich	51.482084	-0.004542	The Plume of Feathers	51.481945	-0.001126	Pub

FIGURE – Venues Table

Analysis

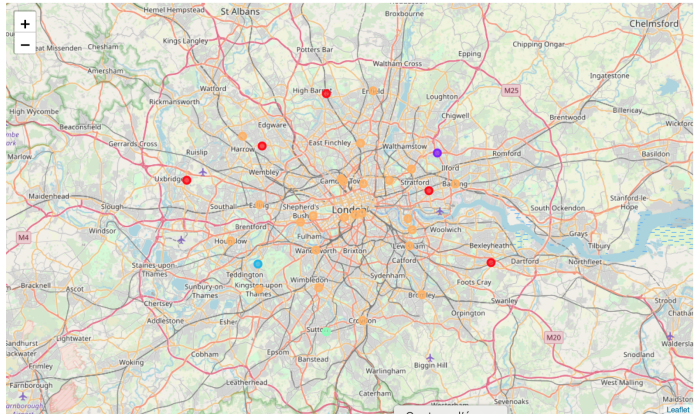


FIGURE – London map

Recommendation

The cluster 5 (orange one) globally close to central London contain Borough with coffee shop or Pub as first common venue and restaurant as second or third most common venue. For example : **Islington** or **Kensington and Chelsea** could be a good choice for a restaurant.