

Introduction / Business Problem

Each year, many **mid-career professionals relocating from London** seek smaller cities. Reasons include

- More accessible price of housing
- Desire to raise small children in a safer, cleaner environment
- Desire to change pace (e.g. from a hectic banking career to owning a small local business)

...and so on

Norwich is an interesting choice of location, as it is only 2 hours away from London by train, and provides access to a majestic countryside and the scenic seashores of Yarmouth and Cromer.

In this study, we **explore the neighborhoods of Norwich**, attempting to cluster the neighbourhoods in the city based on the types of venues present.

The **output is a small number of categories**, with their defining characteristics (in terms of mix of venues) which can be presented to prospective home-buyers to inform their purchasing decisions.

The **key stakeholders are mid-career professionals relocating from London**, as well as **property agents and property sellers based in Norwich** itself

