

# Capstone Project - The Battle of Neighborhoods (Part-1)

## Data Section:

London is one of the most ethnically diverse cities in the world. At the 2011 census, London had a population of 8,173,941. Of this number, 44.9% were White British. 37% of the population were born outside the UK, including 24.5% born outside of Europe.

The demography of London is analyzed by the Office for National Statistics and data is produced for each of the Greater London wards, the City of London and the 32 London boroughs, the Inner London and Outer London statistical sub-regions, each of the Parliamentary constituencies in London, and for all of Greater London as a whole.

For our restaurant problem, we will focus on the **Boroughs of London** and work on getting the data from all the Boroughs. There are 32 London Boroughs with a population of around 150,000 to 300,000.

To solve our problem of finding a best location to start an Asian restaurant in London, we need to datasets based on various parameters such as:

1. Population of target audience in all the boroughs of London based on their :
  - Asian ethnicity
  - Age
  - Gender
  - Marital Status
  - Employment Status
  - Income
2. We also need the data about the required Business floor space and Rateable Value statistics of each borough.
3. Considering the competitors factor, we also need the data of existing Licensed Restaurants in each borough.
4. And lastly we will also consider the borough level tourist and domestic annual spend estimates.

All the above required information is available at **London Data store**, which is a free and open data-sharing portal where anyone can access data relating to the city. The data is available in XLS and CSV format, which we can download and can use as-is for solving our problem.

The link for the London Data store - <https://data.london.gov.uk/>

Along with the above datasets we will also use the **Foursquare** location data to solve our problem.