IBM Applied Data Science Capstone Project

The battle of Neighbourhood - Part 1

Shailendra Kumar Gupta

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Topic - To Find out the most suitable areas in London where we can open an Asian restaurant.

Introduction

London is the capital and largest city of England and the United Kingdom. London is considered to be one of the world's most important global cities and has been called the world's most powerful, most desirable, most influential, most visited, most expensive, sustainable, most investment-friendly, and most-popular-for-work city. It exerts a considerable impact upon the arts, commerce, education, entertainment, fashion, finance, healthcare, media, professional services, research and development, tourism and transportation. London ranks 26th out of 300 major cities for economic performance.

It has a large population of people from different foreign countries from Asia, Australia, America, Middle east. Where these people live work and visit that places as tourist. One of biggest thing people what when they visit foreign country, they want the places where they can find the food of their choice. So, in this project we try we use data science of find solution related with this problem. To find best restraint in London, analyse Ethnic Groups by Borough and number of restaurants in a borough.

Business Problem

In this project we tried to find out most suitable place to open a Asian restaurant. Depending upon Asian population living in London, number of restaurant and local rent in each borough.

The main purpose this this business problem is to target the people belonging to Asian community these peoples may be

1. Asian student living in London for study.
2. Working professionals from Asian countries.
3. Tourist visiting from Asian countries who mostly prefer to eat their native food.

4. And finally, the local people who love to eat Asian food.

As there will be previously have some Asian or other types of restaurants, so for opening a restaurant we must figure out these places in order to find out most suitable places where we can open an Asian restaurant along with the most favourite venues in London.

Data

To figure out the business problem the data we use mainly use ethnic group data of boroughs which mainly consist of population of Asian people in different boroughs of London, which we can found on https://data.london.gov.uk/dataset/ethnic-groups-borough.

 The second type of data we required is the local rent price in different borough depending upon which we can figure out most profitable places for restaurants which can be found on https://data.london.gov.uk/dataset/local-authority-average-rents

The third data we want is the data of number of restaurants in different borough which we will get with the help of Foursquare APIs.

And by using these data sets we try to figure the best suitable place where we can open an Asian restaurant.