**Deciding which area is suitable to open a new business in London**

London is an expensive city to live and to set up a business. In this project we’ll be looking into the areas which are suitable to open up a business for the people who cannot afford to open up a business in the main city area. We’ll be considering the following points:

1. The affordable place to set up a business.
2. The place where there are enough people living to make it popular
3. Where the competition is not very tough among businesses.

To answer these questions the whole process wil be carried out as follows:

<font color=deepskyblue>Obtain Data </font>

1.Pull out names of the London boroughs, areas and population from web scrapping

2. Filter boroughs to get the best area for analysis.

3. Use Foursquare Data to get info about most popular venues.

<font color=deepskyblue> Data Visualization and some statistical analysis. </font>

<font color=deepskyblue> Analysis Using clustering, Specially K-means Clustering. </font>

4. Maximize Clusters

5. Visualization using chloropleth Map

The dataset will provide a detailed insight into the best venue to strat a business to maximise the value for money. It’ll also be helpful for the people who want to open up a new branch of their business.