

# RECOMMENDATION SYSTEM TO START A RESTAURANT BUSINESS IN LONDON



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# **I. INTRODUCTION**

## **Description & Discussion of the Background**

London is a megacity, the capital of the United Kingdom and one of the oldest of the world's great cities, with its history spanning nearly two millennia. By far Britain's largest metropolis, it is also the country's economic, transportation, and cultural center. The population of London had already exceeded one million by 1800 and it reached 9 million in 2018. London and the UK's population has one of the most diverse groups of origin countries in the world. Also, London is one of the world's leading tourism destinations with 21 million international visitors in 2018.

In recent years the restaurant industry in the United Kingdom and specifically London has undergone a period of growth. Consumer expenditure on restaurants and cafes reached close to £ 88 billion in 2017. The number of enterprises has been steadily increasing, contributing £ 17.9 billion to the British Economy.

Considering London's diversity and ethnicity it is evident that starting a restaurant business would earn you more money comparatively than most of the other businesses. Although, with more profitable business there comes the most competition. This article can serve as one of the guides to start a restaurant business based on a particular cuisine like Indian, Italian, American, etc., by providing a specific location. The number of restaurants in a specific location categorized based on cuisine and population distribution based on ethnicity and culture are some of the features considered for analysis.

## Data Description

To build a recommendation model, following datasets and information are considered for analysis;

1. Scrapped Wikipedia using BeautifulSoup, to extract information about [32 London boroughs](#) also known as local authority districts. Also, considered [local areas or neighborhoods](#) for each borough for detailed analysis.
2. I used Foursquare API to get information about available restaurants for a given neighborhood and borough in London. The API also provided information about restaurant styles based on cuisine.
3. Employed data provided by the British Government from [data.london.gov.uk](https://data.london.gov.uk) to get more insights about London boroughs. The data provided knowledge about the population density, immigrants' country of origin and many more.