

The Battle of Neighborhoods in London

Where is the best area to build a Brazilian Restaurant in London?

Introduction

According to [GLAECONOMICS -Tourism in London](#), London is one of the most attractive tourism cities in Europe and the most visited city in 2010. In 2009 there were 151,000 Brazilian visitors to the UK and 2010 there were 177,000 Brazilian visitors. Numbers of Brazilian visitors are predicted to increase by 32 per cent. Brazilian visitors tend overwhelmingly to be on holiday, young and making their first visit to the UK and spend approximately € 118 million (2010 Census Data).

Business Problem

Considering that London attracts tourists from all over the world, mainly Brazilians and that tourists always want to try new types of cuisine, it is easy to use a machine learning algorithm to analyze which is the best place to open a new Brazilian restaurant in London based on the number of businesses in London's neighborhoods and the population of each.

Data Section

The dataset used for this problem where extrated from [London datastore](#), where contains the neighborhoods, borough and the population of each neighborhood. First, for each neighborhood we will get the latitude and longitude through the library [GeoPy](#). Second, to explore and recommend the best places to open a Brazilian restaurant, we will access the data through the FourSquare API interface, where we explore each neighborhood to find out which are the most frequent venues category in each one.