**Deciding where to open a new venue in London (outside Inner City Limits)**

London is a great city. It is diverse, multicultural and full of opportunities. But there is also another side to its popularity and appeal. London is an expensive place to live and thrive. Many businesses want to open a venue here and many pay top price to have their window on Piccadilly or Oxford Street. But what about those, who want to start their own business and cannot really afford to open in the City yet? Where is it best to open a new place? Where will it be cheapest and will have enough people living around to be popular? Where the competition is not too overwhelming?

All these questions and more will be answered below. The whole process will be carried out via the below plan:

1.a. Name of the London Boroughs, area and population from web scrapping

1.b. Filter the boroughs to get the best candidates for the analysis.

1.c. Use Foresquare Data to obtain info about most popular venues.

3.a. Maximize the number of clusters.

3.b. Visualization using Chloropleth Map

1. First time enterpreneurs, who want to start their first business. Below dataset will give a comprehensive insight into where best to open a new venue, to maximise the value for money.
2. People who already run a business and want to branch out. Given the extra information, it may provide valuable information before decision making.
3. Initial Data Preparation (Week 1) 2.1. Get The Names of Boroughs, Areas, Population, Coordinates from Wikipedia 2.2. Processing the Information From Wiki To Make Necessary Lists 2.3. Check and Compare with Google Search and Refine if Necessary

### Results

Results of the above analysis and clustering cam be summarized:

1. The most popular social venues, ouside of Inner London boroughs are Pubs and Coffee shops
2. Northern boroughs are more prone to visiting pubs, whereas southern boroughs are most likely to shop and have the social life from home
3. Within top 5 places of interest in every borough is an ethnic restaurant
4. Rent price is not so much a factor for going out - the demand is not affected by difference in costs

### Discussion

Looking at the data, Bexley, Havering and Enfield are the best places outside of Central London where a new venue is worth opening. However, a lot of information is not taken into account, and cannot be obtained from Foursquare Developer:

1. Higher ethnic presence in a given borough can and will influence the popularity of a given cuisine.
2. Closer proximity to Inner boroughs and better transport links allows people to travel to the neighbouring borough and impact the measurements
3. Many small venues are not registered in Foursquare and are marketed via word-of-mouth, and are not taken into account

Regardless, the analysis provided an insight into what people like and opt for, when it comes to going out in their own neighbourhoods