

Best London Borough to buy a house

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London - one of the world's most important global cities

With population of nearly 9 million people, the city is been top ranked for innovation, influence, power, sustainability, investment and popularity for work. It ranks 26th of 300 major cities for economic performance. London is one of the largest financial centres.

Investment in Real Estate property in London will be always considered to be one of the best options.

The city is also considered one of the most expensive, thus finding the best borough to invest in a house for a mid-class household requires more thorough analysis and observations.



Data

The main source of data used to determine the best borough to invest is [London Datastore – Greater London Authority](#).

Additional source for obtaining the information regarding venues per borough is [Foursquare - The Trusted Location Data & Intelligence Company](#)



Map of boroughs in London

The 33 Boroughs of London

Colour Reference Map



Top 5 boroughs in London based on Highest Average Income

	District	Latitude	Longitude	Average Income
26	Richmond upon Thames	51.449029	-0.316954	67466.133739
6	City of London	51.514287	-0.091435	65400.000000
31	Wandsworth	51.455802	-0.176793	63903.437739
23	Merton	51.411093	-0.196325	61113.184932
19	Kensington and Chelsea	51.498517	-0.187363	60401.025339

Housing price classification



Selected Features

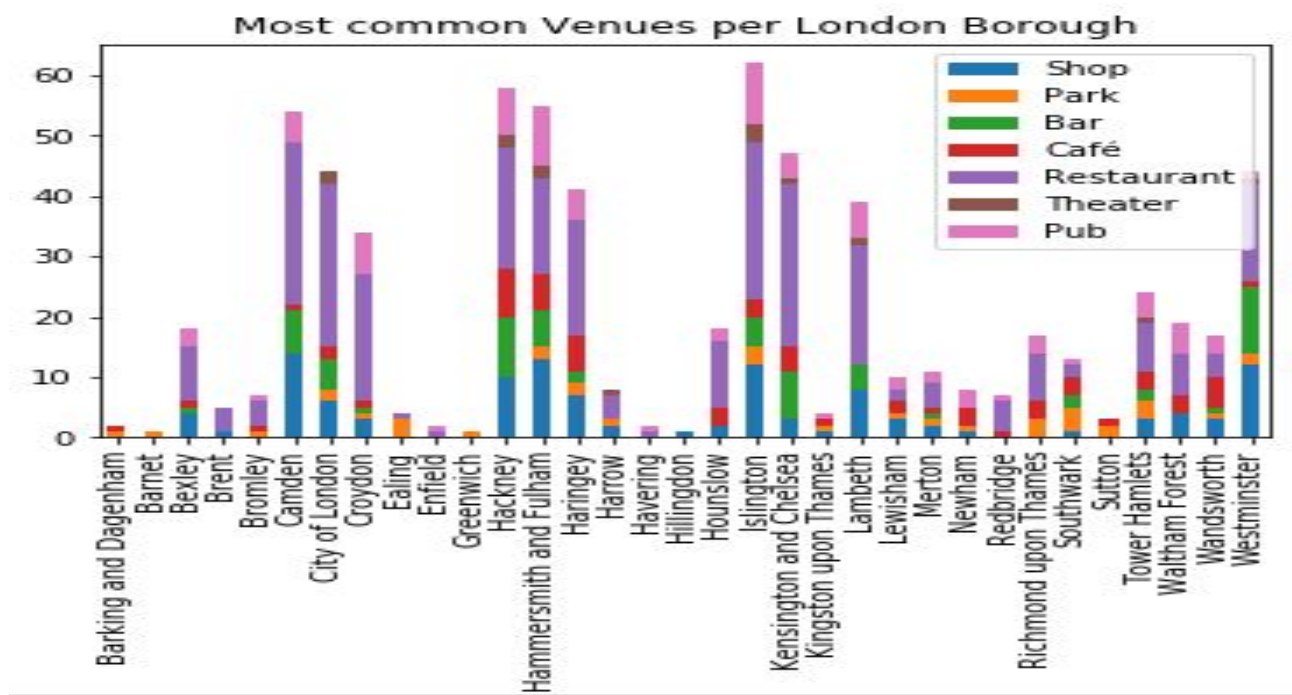
Index	Feature
1	Population
2	Density
3	Business opportunities
4	Crime rate
5	Average Income
6	Median House Price
7	Owned homes rate
8	Employment rate
9	Transportation accessibility
10	Venues



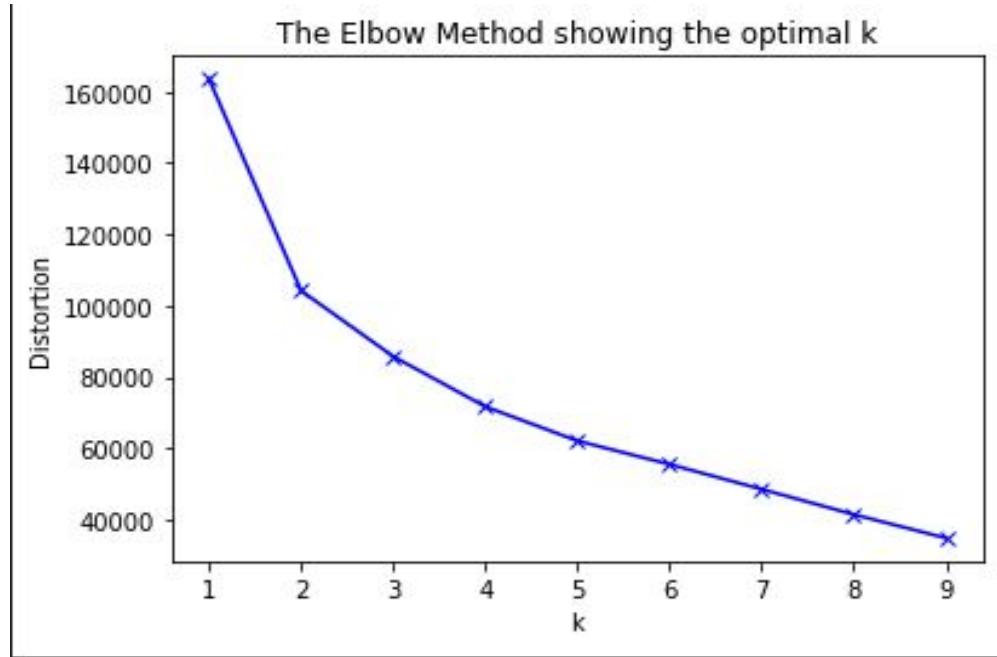
Top 5 boroughs with 100 venues on 500 m

	District	Venue Category
0	Westminster	100
1	Hackney	100
2	Kensington and Chelsea	100
3	Islington	100
4	Camden	100
5	City of London	100
6	Hammersmith and Fulham	100

Top common venues distribution per borough



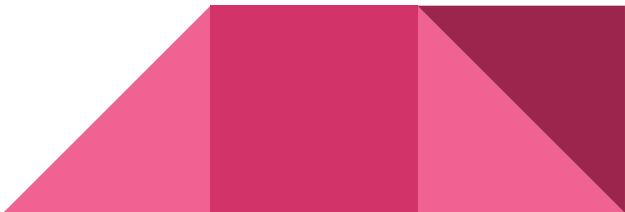
Determine the number of clusters



Boroughs from selected cluster

	District	Latitude	Longitude	Population	Average Income	Density	Crime rates	Median House Price	Owned homes rate	Employment rate	...	satisfaction score
5	Camden	51.534370	-0.143292	242500	51013.145423	111.3	123.5	700000	33.6	69.2	...	7.1
12	Hammersmith and Fulham	51.492079	-0.216469	185300	55715.713485	113.0	113.2	730000	40.9	77.5	...	7.4
18	Islington	51.538980	-0.108733	231200	54554.998097	155.6	121.2	583000	38.9	72.6	...	7.2
26	Richmond upon Thames	51.449029	-0.316954	197300	67466.133739	34.4	56.3	575000	69.3	79.6	...	7.5
31	Wandsworth	51.455802	-0.176793	321000	63903.437739	93.7	72.6	557000	48.2	78.8	...	7.4

Final Recommendation - Richmond upon Thames

- **Median House Price: 575 000 GBP**
 - **Population: 197 300**
 - **Density: 34.4%**
 - **Crime Rate: 56%**
 - **Average Income: 67 500 GBP**
 - **Employment rate: 79.6%**
 - **Number of business: 14 185**
 - **Satisfaction score: 7.5**
 - **Transportation accessibility: 3.1**
 - **Venues: 38 on 500 m**
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THANK YOU FOR YOUR ATTENTION!

