

BATTLE OF NEIGHBOURHOOD

Opening New restaurant in London, UK

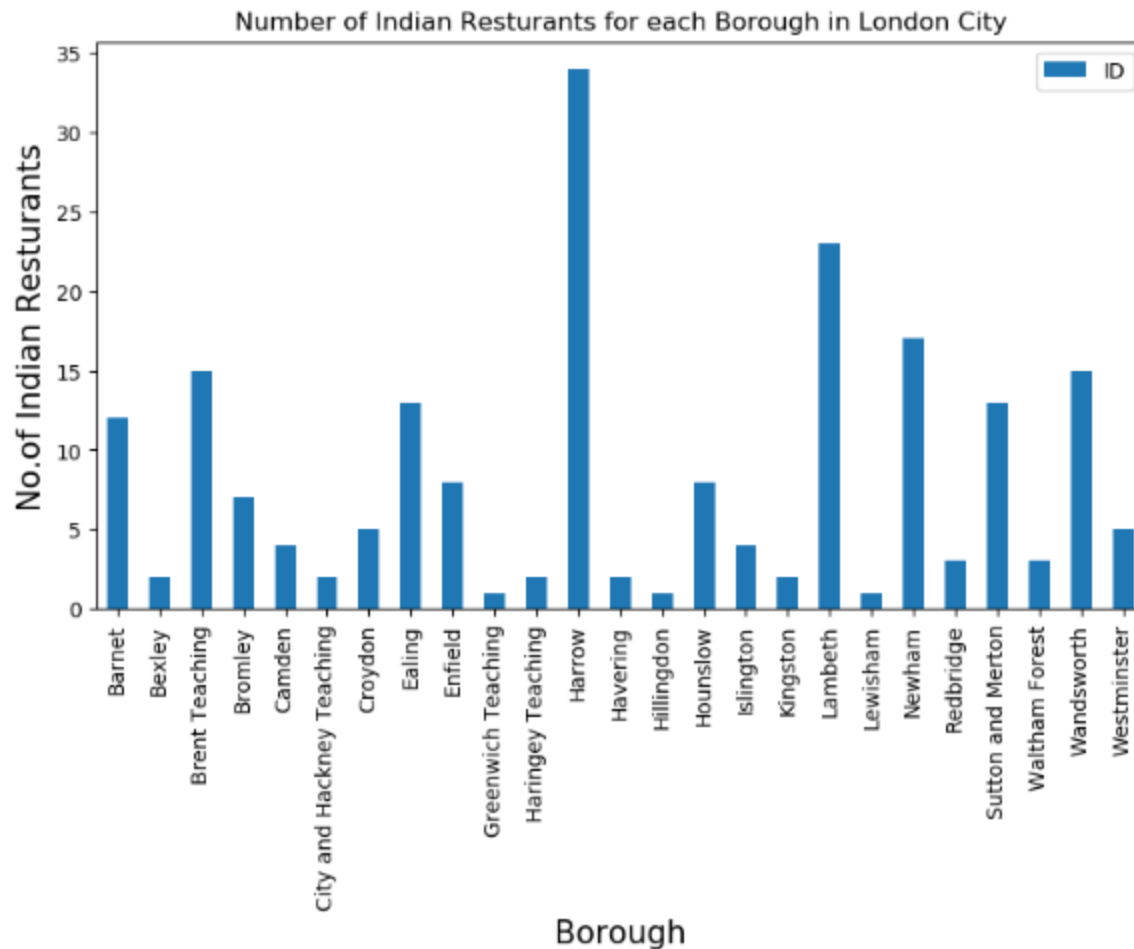
INTRODUCTION

- ◉ The basis of this study is to help a small group of investors planning to open their first Indian restaurant expansion in London.
- ◉ They are interested in building in an area that meets the following criteria:
 1. A neighborhood with an average to above average total population
 2. above average populations of 25-40-year-old male and female professionals
 3. A high concentration of the population having secondary education
 4. Average to above average median net household incomes

DATA ACQUISITION AND CLEANING

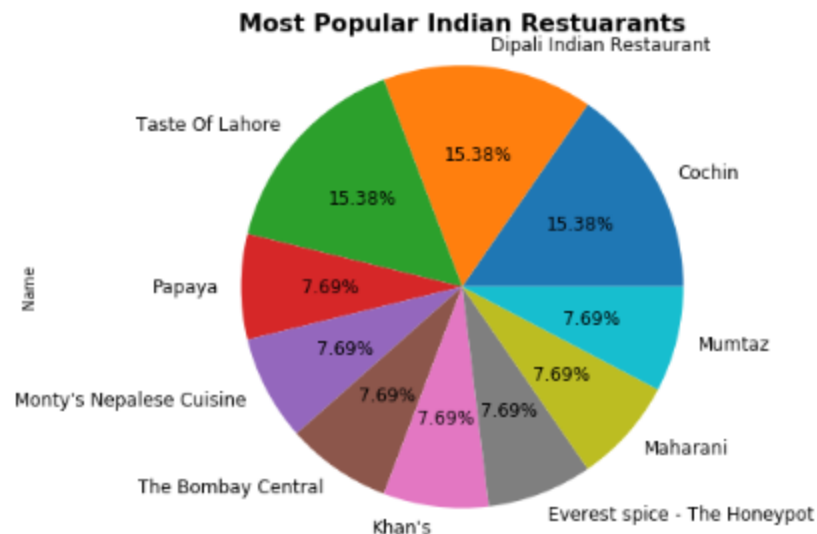
- ◉ With the help of the dataset present in the official UK website (<https://opendata.camden.gov.uk/resource/tr8t-gqz7.json>) using the ward name ,Ward codes we will be creating the dataframe.
- ◉ With the help of Foursquare API we will identify the venues, ratings of the Indian restaurants.
- ◉ “<https://data.london.gov.uk/download/country-of-birth/c61439c3-32ab-4c7d-941e-366d4ac2c57c/cob-borough.xls>” file help us to identify the population of different countries.

NO. OF INDIAN RESTAURANTS IN LONDON CITY BASED ON BOROUGH

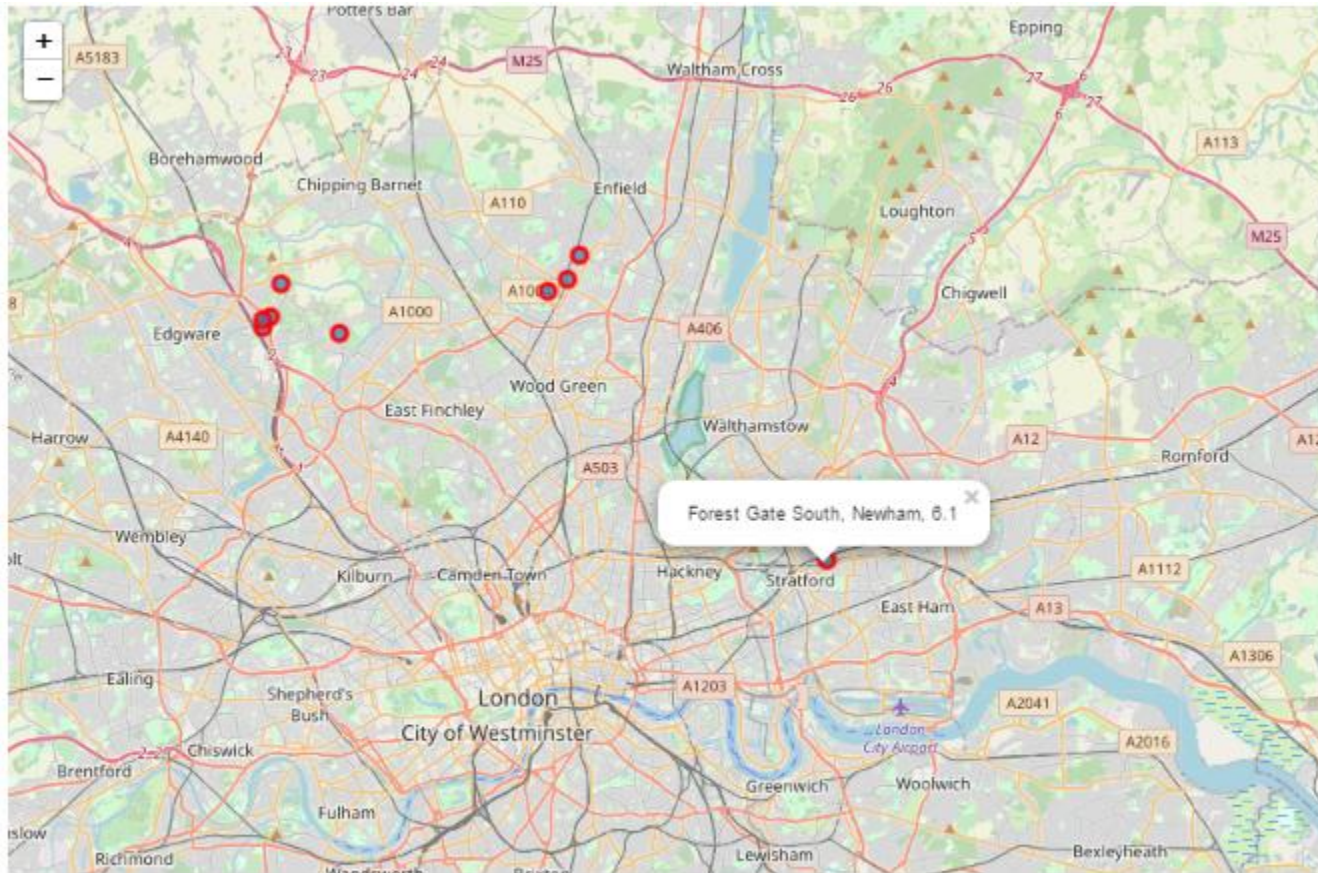


MOST RATED INDIAN RESTAURANTS IN LONDON

- Based on the popularity of the restaurants below pie chart shows the most rated Indian restaurants in London/



BEST NEIGHBORHOODS TO OPEN NEW VENTURES/RESTAURANTS



CONCLUSION AND FURTHER DIRECTIONS

- ◉ Newshaw Borough is the better location as per analysis, which has more South Asian population than other boroughs with average rating of Indian restaurant is 6.1 .
- ◉ By calculating existing restaurant ratings and population density in different neighborhoods from Foursquare data we have first identified general boroughs that justify further analysis , and then generated extensive collection of locations which satisfy some basic requirements regarding existing nearby restaurants.