**Neighborhood Analysis Of England**

***Introduction***

* 1. Problem Description

The housing market in the UK has always been a topic of national attention, with news sites dedicating sections that report on key news that can potentially affect housing prices and the trends in recent months. Not only are the trends in housing market of concern to buyers and owners, they reflect the current economic situation and social sentiments in the country. For many people, buying a property is one of the most important decision and purchase in life. Besides the affordability of a house, other factors such as the desirability of the location and the long-term investment prospects also affect the decision-making process. However, many reports on housing prices are averaged across regions in the UK, where England is considered one region. England homebuyers who want to find out more about housing trends in various districts would therefore have little recourse. For example, housing prices in Barking & Dagenham are likely to differ from those in Kensington & Chelsea, but it is difficult to find sources that provide such information. If there were location-specific predictions on housing prices within England, making informed decisions over which areas to consider can be greatly facilitated.

In the last decade, the housing market in England has been rapidly growing, with average housing prices increasing by more than 10% yearly on most years . Together with stronger economic growth and increasing price expectations, this presents good news to current homeowners and potential Besides overall trends, the price of a house in England can vary greatly depending on the location. Properties in London fetch much higher prices compared to properties in other places.

1.2 Business Problem

My client, a resident in UK is looking to settle in England and wants to buy a property. They want a green area, that has good schools, easy access to hospitals and is children friendly.

Since the England demography is so big, my client needs deeper insight from available data in other to decide where to buy a property. My client is asking a help from us to analyse demography of England and give some insight about the Neighbourhoods.

1.3 Target Audience

Considering the diversity of UK, there is a high multicultural sense. England is a place where different shades live. As such, in the search for an property, there is a high demand. The target audience is broad, it ranges from people of England, and others who wants to settle in England.

## **Data**

2.1 Description of Data

This project will rely on public data from UK government dataset and Foursquare.

#### 2.1.1 Dataset 1:

In this project, UK will be used as synonymous to the "England" in this project. Within the England Area, there are lot of Boroughs. The focus of this project will be the neighbourhoods. The England Area consists of 380 Boroughs .

We extract venues from all neighborhoods within a certain radius and pick top 5 venues in each neighbourhood and analyse which neighborhoods are good for property investment depending on clients requirements.