Applied Data Science Capstone

Final Report

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# Introduction / Business Problem

Our client is planning to open a restaurant / franchise in London and is seeking our advice to help them identify suitable location(s) where they can establish their business in the busy and condensed city of London, UK.

London is a big European city with hundreds of venues spread all over its many neighborhoods and competition is hard, so identify locations that provide an opportunity for a profitable business and where there is real customer need is paramount. Our analysis will aim to help them with this decision.

# Data

The data used for our analysis was obtained from two main sources:

The first one is London, UK e-gov datastore website at the following link [London Borough Profiles and Atlas - London Datastore](https://data.london.gov.uk/dataset/london-borough-profiles). This data includes the list of London 33 boroughs (including City of London borough). The names of London boroughs were then appended with the latitude and longitude information for each borough. The geographical coordinates were obtained using the GeoPy library.

The second source of information and data is the *Foursquare.com* database. This online database was used to obtain a list of 100 popular venues within 1000 meters from the center of each borough. This data is available publicly free-of-charge via Foursquare API calls.

# Methodology

Methodology section which represents the main component of the report where you discuss and describe any exploratory data analysis that you did, any inferential statistical testing that you performed, if any, and what machine learnings were used and why.

# Results

Results section where you discuss the results.

# Discussion

Discussion section where you discuss any observations you noted and any recommendations you can make based on the results.

# Conclusion

Conclusion section where you conclude the report.