

Searching the Best Location for a New Restaurant in London

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Planning the best location for a new restaurant in London

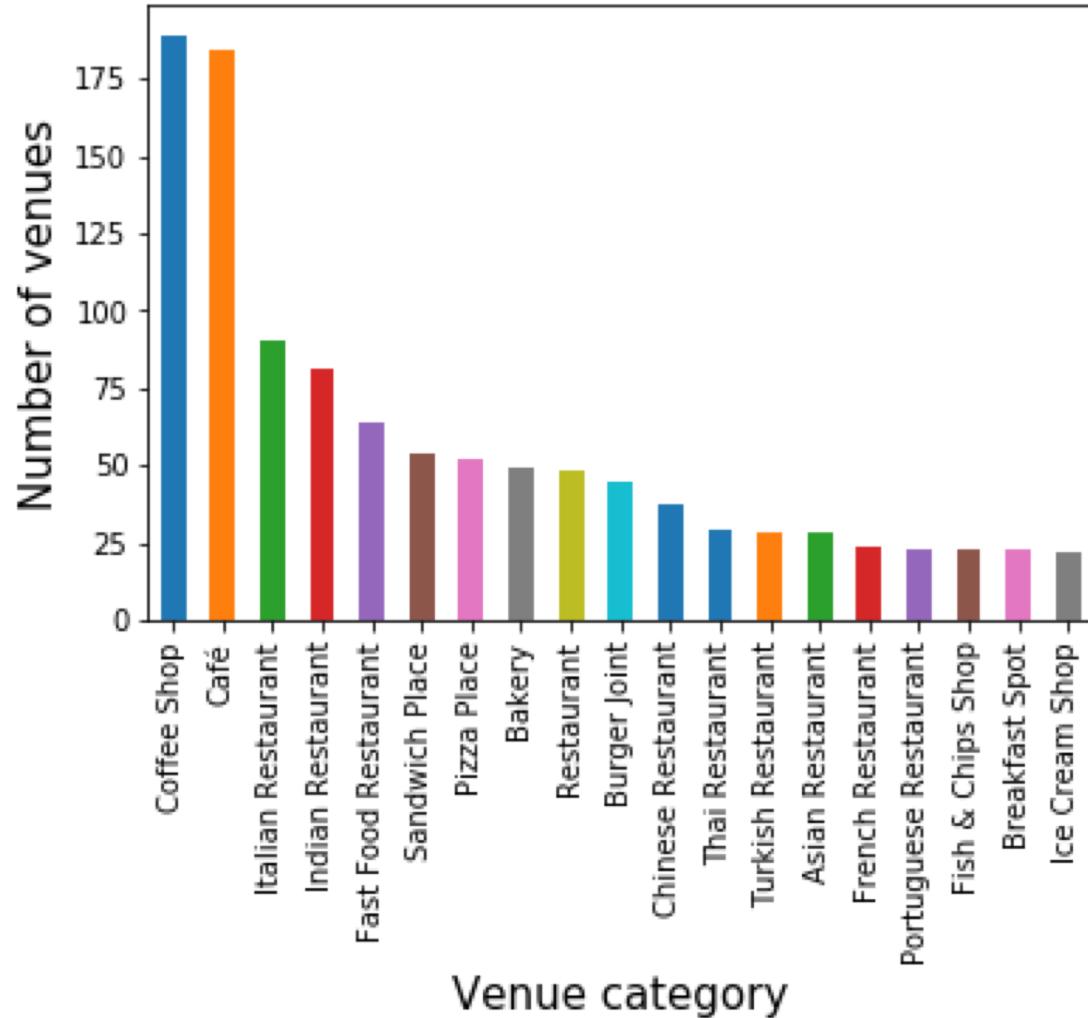
- ▶ London is one of the most populated cities in the world, the diverse culture and dense population make it one of the biggest market for restaurant business
- ▶ The goal of this study is to find the best area in London for a new restaurant
- ▶ Investors and restaurant entrepreneurs who are planning to open new restaurants in London will be interested in this study

Data

- We use list of areas of London from Wikipedia page https://en.wikipedia.org/wiki/List_of_areas_of_London to define areas in London
- Foursquare API is used to search for venues that belong to the category of “food”

	Borough	Latitude	Longitude	Venue	Venue lat	Venue long	Venue cat
0	Bexley, Greenwich	51.451242	0.065413	Boulangerie Jade	51.492575	0.070559	Bakery
1	Bexley, Greenwich	51.451242	0.065413	The Taproom SE18	51.492198	0.071456	Pub
2	Bexley, Greenwich	51.451242	0.065413	Costa Coffee	51.433422	0.102713	Coffee Shop
3	Bexley, Greenwich	51.451242	0.065413	Le Délice	51.456610	-0.019732	Bakery
4	Bexley, Greenwich	51.451242	0.065413	Saikei	51.492256	0.009579	Chinese Restaurant

Most popular food categories in London

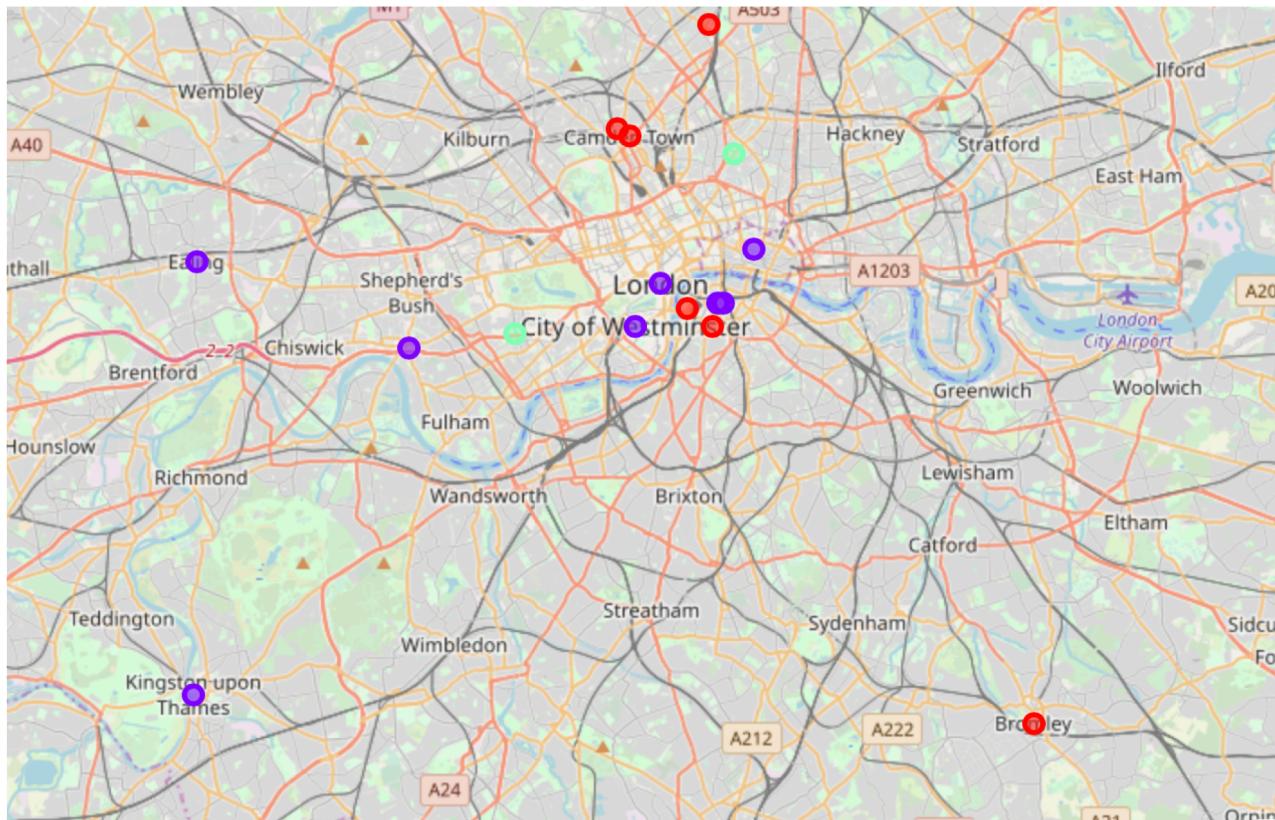


- Coffee shop and café are the most popular food categories in London
- Italian restaurant, Indian restaurant fast food restaurant, sandwich place, etc. are also popular but much less in number compare to the top 2 popular categories

Cluster labels	Borough	1 most common cat	2 most common cat	3 most common cat
0	Bromley	Café	Coffee Shop	Fast Food Restaurant
0	Camden	Coffee Shop	Café	Caribbean Restaurant
0	Haringey	Café	Indian Restaurant	Bakery
0	Haringey, Islington	Café	Coffee Shop	Pizza Place
0	Harvering	Café	Food Truck	Coffee Shop
0	Lambeth	Café	Coffee Shop	Italian Restaurant
0	Lambeth, Southwark	Café	Coffee Shop	Chinese Restaurant
1	City	Coffee Shop	Sandwich Place	Italian Restaurant
1	City, Westminster	Coffee Shop	Café	Pizza Place
1	Ealing	Coffee Shop	Italian Restaurant	Burger Joint
1	Hammersmith and Fulham	Coffee Shop	Café	Sushi Restaurant
1	Kingston upon Thames	Coffee Shop	Italian Restaurant	Café
1	Lewisham, Southwark	Coffee Shop	Burger Joint	Sandwich Place
1	Southwark	Coffee Shop	Café	Italian Restaurant
1	Westminster	Coffee Shop	Sandwich Place	Italian Restaurant
2	Islington	Italian Restaurant	French Restaurant	Coffee Shop
2	Kensington and Chelsea, Hammersmith and Fulham	Mediterranean Restaurant	Coffee Shop	Italian Restaurant

- There are 17 boroughs that contain more than 50 food venues within the search of 300 m radius.
- The 17 boroughs are divided into 3 clusters using K-mean clustering
- Cluster 0: café, coffee shop
- Cluster 1: coffee shop, Italian restaurant
- Cluster 2: Italian restaurant, coffeeshop, others

The location of 17 boroughs and their clusters as indicated by color

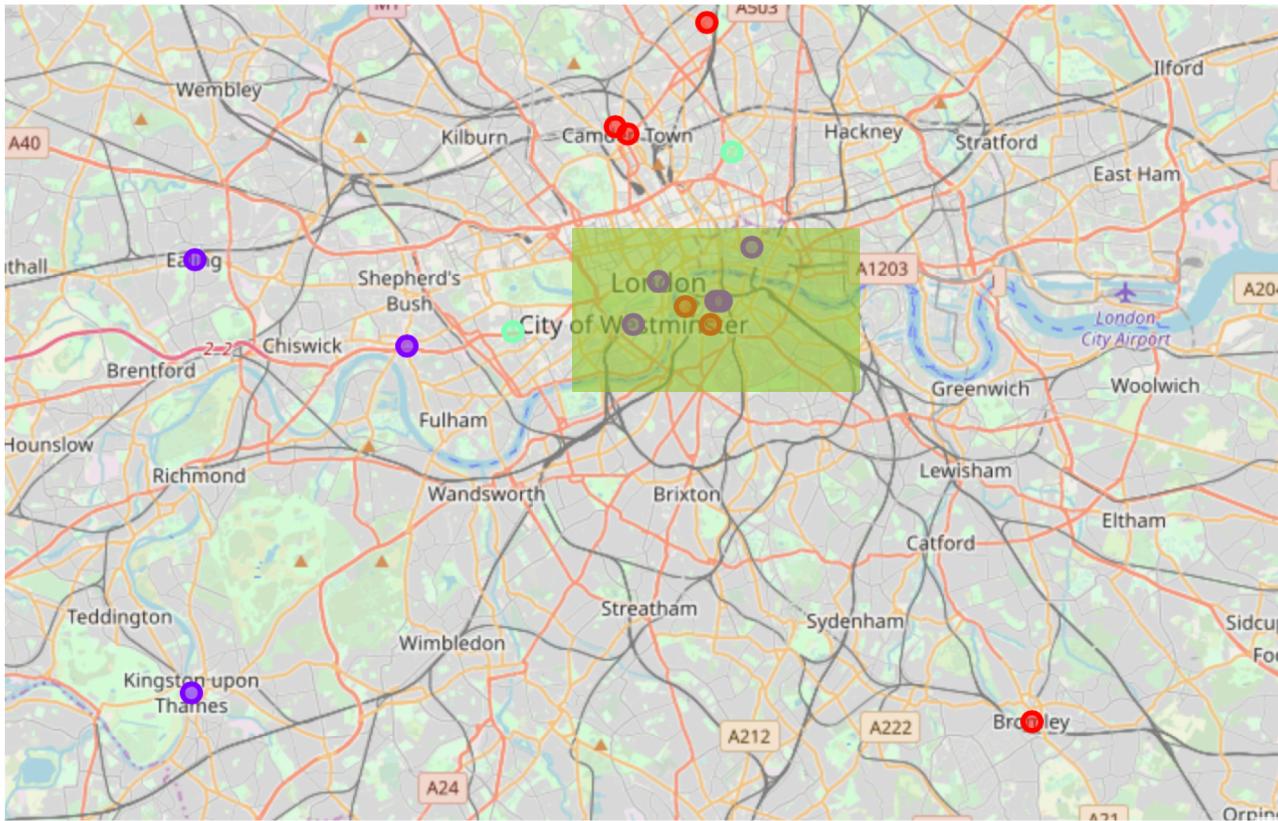


Red: cluster 0
Purple: cluster 1
Green: cluster 2

Seven of the 17 boroughs are located within center London with financial district, university and tourism spots



Eight of the 17 boroughs are located in more residential areas surrounding center London



Conclusions and recommendations

- ▶ café and coffee shops are most popular food categories
- ▶ Seven boroughs in center London along the River Thames are most popular for restaurant business serving business, tourists, and university students
- ▶ Eight boroughs of residential areas surrounding center London are good location for restaurants serving local people
- ▶ Several food categories are also popular, but are much less in number compared to café and coffee shop, these categories have potential for a new restaurant