# Introduction

This project aims to determine the best location in New York, specifically the borough of Manhattan, for an aspiring restaurateur to open up her new Mexican restaurant. She wants to make sure that she is paying a fair amount for rent, has an ability to stand out from other restaurants in the area, and that there is actually a customer base that can make her business successful. The final result of this project is to determine a geographic grid that gives the highest chance of her business succeeding.

# Data

There are several data sets that will have to be used in order to make this project viable. The first is the location of the Mexican restaurants in Manhattan and their average ratings. This data will be pulled from Foursquare. This will allow the aspiring business owner to determine how much competition is in the area, and more importantly, the quality of the competition. This will allow her to know whether or not there is a realistic chance of building a customer base.

The second source of data needed is the average rent prices for commercial properties in different parts of Manhattan. This will provide some insight on what she can expect one of her main expenses to be, and that is valuable data to know for aspiring business owners. It is currently unknown where this data will come from, and will require some research on the internet to build a data set.

The last data set needed is the average age of residents in different parts of Manhattan. This is based on the hypothesis that the majority of people who eat out at restaurants are young adults. In order for a new restaurant to succeed there has to be a customer base, and customers are more likely to go to restaurants closer to them.

# Methodology

Discuss and describe exploratory data analysis that I did, inferential statistical testing performed, what machine learning used, and why.

# Results

Discuss results.

# Discussion

Discuss any observations noted. Make recommendations based on results.

# Conclusion

Conclude report.