Introduction / Business Problem

Background

New York City is one of the most popular tourist destinations in the world. NYC is the mecca of business in the United States and as a melting pot of American culture, there is something for every style, taste and budget in New York City. One of the common interests that tourists have when they visit a city for the first time is its people's eating habits, in other words, where one can find good restaurants, and what food is most popular. Since tourists will be looking for popular food places, then it is an interest for investors as well to meet this demand.

Business Problem

The objective of this capstone project is to analyse and select the best location and trending food type in the city of New York to open a new restaurant, targeting the tourists. Using the data science methodology and skills such as Data Analysis, Visualization and Machine Learning, this project aims to provide solutions to answer the business question: Where in the city of New York should investors open a restaurant, targeting the tourists?

Target Audience

This Project is particularly useful for the investors, who are looking to open or invest in a restaurant in the city of New York.