**Peer graded assignment: Coursera Capstone Project- The Battle of neighborhoods**

**(a part of IBM data Science professional certification course)**

**Introduction**

The City of New York is the biggest city of United States having estimated population more than 20 million in its metropolitan area. It is also the most visited tourist place in the world, famous for its history, diversified culture, museums, buildings architecture and cuisine too. Its food culture includes an array of international cuisines influenced by the city’s immigrant history.

Sushi restaurants have become so popular in the US now that its available at every corner even in the small cities. Starting a Sushi restaurant can be a great business opportunity, but one need to distinguish itself from others to enjoy long term success.

**Business Problem**

The purpose of this study is to help people who are planning to open a new restaurant in New York City Manhattan area, choosing the right location based on neighborhoods income and population and the competitors already present in the same regions. Manhattan has full potential but also is a very challenging district to open a business because of high competition and cost. New sushi bar should be open in an area that serves inadequate neighborhood in this way the bar can attract more customers. Therefore, this analysis necessary to ensure that we have enough customers and that we are not so close to other sushi places.

There are many aspects of making a business proposal for opening a restaurant, which includes study of populations, people’s income, competitors, their locations etc. but in this project study, we will be keeping ourselves limited to understanding competitors’ location in Manhattan neighborhood.