**Introduction**

For this Capstone project, I am creating a hypothetical scenario whereby Chinese restaurateur wants to explore opening an authentic Chinese restaurant in Manhattan area. The idea behind this project is that there may not be enough Chinese restaurants that serve authentic food in Manhattan and it might present a great opportunity for this entrepreneur who is based in the United State. As Chinese food is very similar to other Asian cuisines, this entrepreneur is thinking of opening this restaurant in locations where Asian food is popular (aka many Asian restaurants in the neighborhood). With the purpose in mind, finding the location to open such a restaurant is one of the most important decisions for this entrepreneur and I am designing this project to help him find the most suitable location.

**Business Problem**

The objective of this capstone project is to find the most suitable location for the entrepreneur to open a new Chinese restaurant in Manhattan, United State. By using data science methods and machine learning methods such as clustering, this project aims to provide solutions to answer the business question: In Manhattan, if an entrepreneur wants to open a Chinese restaurant, where should they consider opening it?

**Target Audience**

The entrepreneur who wants to find the location to open authentic Chinese restaurant