**The Battle of the Neighborhoods**

**Introduction:**

**Background:**

New York City (NYC) is the [most populous city](https://en.wikipedia.org/wiki/List_of_United_States_cities_by_population) in the [United States](https://en.wikipedia.org/wiki/United_States). With an estimated 2019 population of 8,336,817 distributed over about 302.6 square miles (784 km2), New York is also the [most densely populated](https://en.wikipedia.org/wiki/List_of_United_States_cities_by_population_density) major city in the United States. New York City has been described as the [cultural](https://en.wikipedia.org/wiki/Culture_of_New_York_City), financial, and media capital of the world, significantly influencing commerce, entertainment, research, technology, education, politics, tourism, art, fashion, and sports.

**Problem Background:**

My client, a successful restaurant chain in Brazil is looking to expand in New York. They want to create a Brazilian steakhouse restaurant. However, he does not know in which neighborhood the restaurant would gain the most attention from customers and face the least competition from other steakhouses.

**Data:**

* New York Dataset that contains the 5 boroughs and all the neighborhoods that exist in each borough as well as the latitude and longitude coordinates of each neighborhood: <https://geo.nyu.edu/catalog/nyu_2451_34572>
* Foursquare API to get all the venues and restaurant data in New York City.