

Capstone Project: The Battle of Neighbourhoods (Week 1)

Business Problem

Washington D.C is the capital of USA, which means that it is the capital of the World! Many people around the world visits this city yearly. This city contains many cultures around the world, it is known as the city of politics, business and deal making.

It is a strategic place to have a restaurant because they are need to do important businesses, restaurants gets a lot of visitors every two years because of the elections, it is a great opportunity during these elections to gain new customers. In addition, restaurants in D.C have less strict laws compared to other states in the US .

D.C contains a large metro area population, in 2021 there are around 5, 378, 00 people who live there, and it will not stop growing! In fact, every year there is an increase by around 1.1% to the population of D.C.

When someone owns a restaurant in D.C, there are some things to look for to have a better opportunity (*Problems to solve*):

- Which areas are not expensive for a restaurant owner: land area and renting cost for example?
- Which areas lack restaurants?
- Which area have the largest population?