**This Capstone project is the final assignment of the IBM data science professional certificate**

**“In 2019, what is the most strategic location to open a fine dining Italian restaurant in Melbourne, Australia?”**

**Introduction/Context:**

My friend from Italy, Giuseppe, is coming to visit me at the end of April this year. He wants to visit Melbourne but also has a plan to start a business in Australia. His idea would be to open a fine dining Italian restaurant in the city.

He has heard of the city of Melbourne as being a great place for food and he knows that many restaurants have built a worldwide reputation within its walls.

I am planning to walk him through the city centre of Melbourne and show him various restaurants I know in Southbank and Carlton districts where I have had the chance to taste delicious Italian food.

We will probably also visit some popular markets like South Melbourne market, Prahran market or Victoria market which is the biggest market in Melbourne and ideally located at a close distance from the CBD.

Indeed, the proximity to CBD could be an important factor to consider in opening a restaurant as this area is very dense, organized as a small rectangle in the centre of the city and it attracts an important proportion of the venues and tourists.

With all these elements in mind and my knowledge of the city, I want to find a way to help my friend as best as I can

**Question at stake:**

The idea came from the will to help my friend in assessing a business opening in Melbourne but the analysis can be extended to anyone seeking to open an Italian restaurant in the city and who is searching for the best location to do so.

In the light of the elements discussed earlier, we can try to think about where would be the best place to start a fine dining restaurant in Melbourne. We will need to consider the repartition of Melbourne venues within each district with a particular focus on existing Italian restaurants. Close distance to city centre and area of dense population would certainly be a plus. It would also be interesting to take a peak at some of the comments made on the existing restaurants in order to get a feel for the expectations of potential customers.

In Melbourne, people know Carlton district as being the “Italian corner”. Many festivals are organized around Lygon street throughout the year and it will be interesting to see if I find a confirmation of this in the data.

More generally, with the help of data analysis and Foursquare in particular, I would like to understand where the potential customers are more likely to go for Italian food, what is their opinion about existing restaurants and finally where could potentially be a good place to start such a business.