

THE BATTLE OF NEIGHBORHOODS – WEEK 1

Introduction:

The city of New York is the most populous city in United States. It is the financial hub of USA. It provides lot of business opportunities and business friendly environment. It is a global hub of business and commerce. New York is composed of five boroughs, namely Brooklyn, Queens, Manhattan, the Bronx, and Staten Island.

This project explores the best locations of Italian restaurants throughout the city. Potentially, the owner of the new Italian restaurant can have great success and consistent profit. However, as with any business, opening a new restaurant requires serious considerations and is more complicated than it seems from the first glance. In particular, the location of the restaurant is one of the most important factors that will affect whether it will have success or a failure. So, our project will attempt to answer the questions “Where should the investor open an Italian Restaurant?” and “Where should I go If I want great Italian food?”

Business Problem:

The objective of this Capstone project is to analyze and select the best locations in the city of New York to open a new Italian restaurant. Using Data Science methodology and instruments such as Data Analysis and Visualization, this project aims to provide solutions to answer the business question: Where in the city of New York, should the investor open an Italian Restaurant?

Target Audience of this project and some demographic facts

This project is particularly useful to developers and investors looking to open or invest in an Italian restaurant in the city of New York. Overall, New York is a great place to open a restaurant with an ethnical cuisine. As New York is the most diverse city in the world (800 languages are spoken in New York). With its diverse culture, comes diversity in the

food items. There are many restaurants in New York City, each belonging to different categories like Chinese, Indian, Japanese, etc. Why did we decide to focus on Italian cuisine in our project?

As we all know the most delicious food in the world is Italian. Italian cuisine is humble, delicious with bold flavors and heavily relies on the best, and freshest ingredients. It is easy and cheap.