

# Capstone Project - The Battle of Neighbourhoods

## Introduction & Business Problem

In this hypothetical scenario a successful restaurateur is looking to expand their business into a new city. Their Indian restaurant has been the talk of Wellington City for 25 years and now the eldest daughter is keen to open and run a restaurant of her own. She would like to expand the family business into Auckland, New Zealand's largest city.

Auckland is home to 1.6 million people, with 202 neighbourhoods, covering an area 1,000 km<sup>2</sup>. The daughter is confident she can establish a restaurant and build a reputation in fine dining that will rival her parents in Wellington. However, not knowing Auckland city well, she is keen to identify the best suburb to open her first fine dining Indian restaurant. Based on the family's experiences with their restaurant in Wellington, seeking out an area that already attracts diners who enjoy Indian cuisine would be a good indicator for the location of the new restaurant.