**The Battle of Neighbourhoods (Week 1)**

**Capstone Coursework Submission – Innes McLaren**

**1. Introduction - Description of Business Problem & Background**

**1. 1 Business Problem**

Our client is a Venture Capitalist who wants to invest in the catering industry in the United Kingdom (UK). The client wants to open a restaurant in the Manchester area of England, UK.

The client is looking to open restaurant in a popular “foodie” area of Manchester where there is already a significant presence of restaurants.

The client has made the following requests

* Use the Greater Manchester area of Britain will be target area for analysis
* Provide a recommendation on Type of restaurant (i.e. cuisine served)
* Provide a recommendation on the Area of Manchester where restaurant should be opened

Justifications for any recommendations must be made using Data Science techniques with evidence presented.

The client expects that, if they were to open a new restaurant , the chances of profitability would be maximised based on the information our report provides on the popularity of cuisine type and location.

**1.2 Discussion of Background**

Manchester is a major city in the UK which has a busy commercial centre. The expectation prior to running any analysis is that there will be a large number of restaurants in the greater Manchester area and a likelihood that many will be near or in the city centre. This assumption needs to be validated by data analysis.

The Manchester restaurant analysis will reveal which types of cuisine are most popular in the area as a whole. There is also a need to understand what cuisine types are most popular per Postal code area. This information will be a primary consideration when making recommendations to the client on which area to open their new restaurant.

It is thought that Clustering will be a good approach to identify common areas in terms of restaurant popularity.