**Asian Ventures in New York**

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1. **Introduction**

Background

New York (NY), is the most populous city in the United States. With an estimated 2019 population of 8,336,817 distributed over about 302.6 square miles (784 km2), New York is also the most densely populated major city in the United States. NY also boasts being the Top 7th Most Visited City in the world, receiving 13.6million international visitors in 2019. This fact alone is enough to entice investors from all around the world to invest in NY, being opening a business or in real estate etc. However, it may seem daunting for Asian investors, as it’s hard to predict which of the major 5 boroughs should they open their business in or which area for property investments. Therefore this dataset would be advantageous for them, to predict which borough and their respective neighbourhood would welcome their business as compared to the rest. Using Foursquare API, I’ll create a map based on each borough with chosen locations as map markers.

Aims

This project aims to predict the top common venues within each borough, as well as consumer’s expenditure preferences.

Stakeholders

Asian investors who’s keen to venture into a business/ invest in NYC, as well as Asians who are planning to visit / migrate / study in NYC.