**Capstone Project**  
Restaurant Location Determination

*Introduction/Business Problem*

A slew of recent studies have shown the health benefits of following a plant-based diet. Younger generations, specifically Millennials and Gen Z, are two of the largest population groups calling for availability in meat and dairy alternatives. The food industry is slowly incorporating more plant-based options on their menus to address the growing demand for these products. In larger cities, there is a market for complete plant-based restaurants, but at this point, this market is largely untapped.

There are a handful of neighborhoods inside of and immediately surrounding Indianapolis, Indiana. Many of these neighborhoods are comprised heavily of those two target demographics, Millennials and Gen Z. My analysis will look at the four neighborhoods with the highest residential population of these target demographic groups: Broad Ripple, Downtown Indianapolis, Bates-Hendricks, and Fountain Square to determine which of these neighborhoods would be the best location for a new plant-based restaurant.