**Data**

To find a good location to start a restaurant is a complex task that requires some analysis. Based on the web article:

<https://fitsmallbusiness.com/choose-a-restaurant-location/>

It is possible to identify some important features for choosing the right place:

* Restaurant concept
* Type of ideal customer

As the article describes it, the Restaurant concept is based on the combination of *cuisine type* and *restaurant style.* These features are going to be essential in the process of clustering the information.

For the type of ideal customer, some demographic information is needed. The next URL provides some datasets for demographic information of New York:

<https://www1.nyc.gov/site/planning/planning-level/nyc-population/census-2010.page>

In this website, it is possible to download some data like example below:



The information by age and total population is segmented by groups of age.

Also, it is important to take in account the type of business around the area. Foursquare datasets will be needed to get insight about the nearby venues.