

1. Introduction:

One of the most common business problems that can affect the success of a business is location. Such as why Walmart stores are next to highways or why restaurants are close to one another. There is a reason why businesses spend a great deal of time and resources doing market research on which location to choose.

Some of the factors that influence location are the business type and the targeted customer group along with each business's own purpose. Should the business be close to school, close to a highway, away from a highway, close to a hospital, etc.?

2. Data:

Since we have already looked at New York's neighborhood data, I will continue my project on comparing these neighborhoods and decide where to open a new restaurant at.

Besides the datasets of New York Neighbourhoods we used in the lab, I will bring in the dataset of population and capita of each neighborhood for the city.