**Final Capstone Project – Opening a new Pizza Place near Chicago**

**Introduction**

The main objective of this project is to find the best place to start a new Pizza Place in one of the suburbs of Chicago. Chicago is the [most populous city](https://en.wikipedia.org/wiki/List_of_municipalities_in_Illinois) in the [U.S. state](https://en.wikipedia.org/wiki/U.S._state) of [Illinois](https://en.wikipedia.org/wiki/Illinois), and the [third most populous city](https://en.wikipedia.org/wiki/United_States_cities_by_population) in the [United States](https://en.wikipedia.org/wiki/United_States). Chicago is an international hub for finance, culture, commerce, industry, education, technology, telecommunications, and transportation. Since its very expensive to live in the city many people working in the city choose to live in the suburbs of Chicago. Some of the nearby suburbs like Aurora, Naperville , Joliet etc have good transits to Chicago so that people can get to city for work. These places have really good malls, supermarkets, restaurants etc.

Most of the areas in Chicago already lots of Pizza places and cost of setting up a restaurant in Chicago will be more compared to its nearby cities. So instead of opening a Pizza place in Chicago one can look into opening one in the nearby cities which are always expanding. First, we have to find the nearby cities and number of pizza places already in these areas. One other thing to consider is how populated are these cities. Opening a restaurant in a place that is less populated may not bring much revenue. Opening a restaurant in a very populated area that already has many Pizza Places will bring more competition to business.

**The Target Audience**

The targeted audience for this project is any business owner who wishes to open a Pizza Place near Chicago. In fact by making small changes on what venue data is being analyzed the same principle can be used to find an ideal location for any business. Starting a new business in near by places of Chicago will be less expensive than starting one in the main City. For example the rent for a building in Chicago will be more compared to its nearby cities.