**Capstone Project – Restaurants in Kraków**

**Introduction**

The aim of the project is to find a good location to open a restaurant in the city of Kraków. In order for a restaurant to be profitable, there must be enough customers, and in order to have enough customers, it is not worth setting up a restaurant in the immediate proximity of existing ones. Let’s alto make sure that the audience knot that the location of the new restaurant has a significant impact on the expected returns.

**Data**

The data used to solve this problem is geolocation data collected from Foursquare. Adequate explanation and discussion of the data is the following. Data is a single dataframe, containing at least a location of the restaurant, with the location defined by lat, which stands for latitude, and lng, which stands for longitude. There are more data, but as the decision is based on the location of the restaurants on a map, the rest of the data is not strictly necessary.

A screenshot of a cell phone

Description automatically generated

Obviously, much more data could be used to make the decision, as the kind of restaurants, but the aim of the project is to focus on the location.