**Problem and Background:**

As a secondary source of income and to fulfil my dream of owning a restaurant, I have decided to embark upon journey of opening a restaurant. The city of my choice is New York (as a lot of data points are freely and readily available on internet). Through this project, I would try to Identify the best possible neighbourhood in the city of New York to open a new Restaurant. The neighbourhood should help the restaurant in maximizing its revenue by means of population in and around the neighbourhood and minimizing the cost as well.

The neighbourhood might already have many restaurants and hence data analysis can help identify what type of cuisine we want to offer. This will also be done by means of identifying the type of customer base, which currently is not well served with the existing restaurants.

To achieve this I would be requiring various data points on different neighbourhoods of New York and the city in general. Some of the data points can be like:

1. Demography

2. Socio Economic Class

3. Income of near buy population

4. Already existing restaurants:

-Their food

-Pricing

-Customers

5. Surrounding places like markets, etc