**Problem Background:**

As a secondary source of income and to fulfil her dream of owning a restaurant, my wife has decided to embark upon journey of opening a restaurant. However she is not sure about the city and the correct neighbourhood in that city. She decides to take my help to finalize the city and the neighbourhood as well.

**Description:**

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

**Target Audience:**

My target audience is my wife as well as any one who has similar aspirations but is not sure about the correct location for the restaurant. The project at the ned of the day can be a go to solution for location recommendation to any individual or business group.

This project can be considered a success if its recommendations are actually realistic and is quickly adopted by my target audience for execution.