

## Business Problem

*If someone is looking to open a restaurant in Manhattan, where and which type would you recommend?*

In this project, the goal is to provide recommendations to stakeholders who are interested in opening a restaurant in NYC, more precisely in Manhattan.

With the help of tools and Data analysis, we will recommend to them the optimal location for their businesses and which type of cuisine is suggested.

To address our problem, there are considerations that will drive our decisions:

- To recommend a good location for the restaurant, we will check the neighborhoods with a smaller number of restaurants, this will help in identifying the area with less Competitions. This will not be easy in Manhattan, because is a tourist place.
- We could also check what kind of cuisines the competitor's restaurants serve, because this will be a driver to decide what kind of restaurant stakeholders should invest in.
- Also, in the analysis we will consider other businesses to find the best match for the new restaurant.