**INTRODUCTION AND BUSINESS PROBLEM**

I will be working with the city of Düsseldorf, Germany, which is a big metropolitan city. They city has many city centers and markets spread across the city, unlike other cities in Germany where you have normally one city center. The client is looking for a public area or center which is normally very busy and wants to open an Italian restaurant there to have a successful business. The requirement of the client is that he would prefer the area with no or very few Italian restaurants already present there. The client personally lives near main train station and would prefer the center or area to open a restaurant, near to his residential location. This assignment will try to address this issue and recommend the perfect location for the client using the foursquare API.

**REQUIRED DATA**

To solve this problem, I will be working with foursquare location data to first identify the busy city areas and centers which are closer to the client’s residential area. How busy the area is, will be determined by exploring the trending venues by making a “trending” endpoint regular call. When a call is made to the foursquare location database, it gives the trending venues with highest foot traffic. After identifying the trending venues/areas closer to the client’s residential location, the next step will be to find out the already present Italian restaurants in the venue. If there is no or very few Italian restaurants in the venue, then this is the perfect location to recommend to the client to open a restaurant. If there are too many Italian restaurants in the venue, then we will find the another venue for the client based on the above mentioned requirements.