

COURSERA CAPSTONE PROJECT

IBM DATA SCIENCE PROJECT

OPENING A NEW DEEP DISH PIZZA PLACE IN CHICAGO, ILLINOIS

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**Introduction/Business Problem:**

Chicago is famous for pizza, especially the deep dish. Individuals travel across the globe to try this famous deep-dish pizza. Chicago is a great market for a new type of deep dish; however, the competition is high. Using the data science concepts, where would the new deep-dish pizza restaurant be located in Chicago?

**Target Audience:**

This business plan will look the suburbs of Chicago and attract families for a deep-dish pizza gathering. Additionally, it will be placed near a high attraction for tourist area for them to experience the deep dish pizza.