# **Business Problem**

One of Italian food chain (XYZ) is looking for expansion in Asian region specifically in South East Asia & India. Currently, management team is looking into different aspects such as how many Italian restaurants are already running & how are they performing. XYZ will consider 2 or 3 cities in phase-1 & subsequently will consider as much as in another 5 years. For initial study, XYZ is looking for geo-wise analysis in such a way that they can shortlist some of cities for budgetary approvals. Further, depending upon the feedback of phase-1 analysis, one may be hired again for phase-2 analysis.