

# Introduction: Business Problem

Starting a new business need more research to come up with the best idea in the best place. The aim of this project is to find for stakeholders **which is the most promising business in which the perfect neighborhoods** to start, especially in a city with high density like **Amsterdam**.

There are lots of business projects like **Restaurant, Grocery, Clothes Store**,... scattered between neighborhood in **Amsterdam**. It would be interesting if we have some groups with close similarities to define which is the **most common business in area**. Also, it is important to compare with **number of population in each neighborhood** to have more idea about suitable business.

Therefore, we will use data science to generate a few propositions of neighborhoods based on this criteria, in order to find suitable business in best location for stakeholders.