**The Battle of the Neighborhoods - Week 1**

**Introduction & Business Problem :**

**Problem Background:**

The City of New York, is the most crowded city in the United States. It is different and is the budgetary capital of USA. It gives parcel of business oppourtunities and business neighborly condition. It has pulled in a wide range of players into the market. It is a worldwide center point of business and trade. The city is a significant community for banking and fund, retailing, world exchange, transportation, the travel industry, land, new media, customary media, promoting, legitimate administrations, bookkeeping, protection, theater, design, and expressions of the human experience in the United States.

This additionally implies the market is exceptionally serious. As it is exceptionally created city so cost of working together is additionally one of the most noteworthy. In this manner, any new undertaking or extension should be broke down cautiously. The bits of knowledge got from investigation will give great comprehension of the business condition which help in deliberately focusing available. This will help in decrease of hazard. What's more, the Return on Investment will be sensible.

### Problem Description:

A resturant is a business which plans and serves nourishment and drink to clients as an end-result of cash, either paid before the dinner, after the supper, or with an open record. The City of New York is popular for its excelllent food. It's nourishment culture incorporates a variety of global foods affected by the city's foreigner history.

* Italian workers - New York-style pizza and Italian food.
* Jewish workers and Irish outsiders - pastrami and corned meat
* Focal and Eastern European workers, particularly Jewish outsiders - bagels, cheesecake, sausages, knishes, and shops
* Chinese and other Asian eateries, sandwich joints, trattorias, burger joints, and cafés are omnipresent all through the city portable nourishment merchants - Some 4,000 authorized by the city
* Center Eastern nourishments, for example, falafel and kebabs instances of current New York road nourishment

It is well known for Pizza, restaurant yet in addition for high end food Michelin featured restaurants.The city is home to "about one thousand of the best and most assorted haute cooking cafés on the planet", as per Michelin.

So it is apparent that to make due in such serious market it is imperative to startegically design. Different components should be examined inorder to settle on the Location, for example, :

1. New York Population
2. New York City Demographics
3. Are there any scenes like Gyms, Entertainmnet zones, Parks and so on close by where coasting populace is high and so on
4. Who are the rivals in that area?
5. Division of the Borough
6. Soaked markets and so on

The rundown can go on...

Eventhough all around supported ABC Company Ltd. need to pick the right area to begin its first venture.If this is fruitful they can reproduce the equivalent in different areas. First move is significant, along these lines decision of area is significant.

### Target Audience:

To suggest the right area, ABC Company Ltd has delegated me to lead of the Data Science group. The goal is to find and prescribe to the administration which neighborhood of Newyork city will be best decision to begin an eatery. The Management additionally hopes to comprehend the method of reasoning of the proposals made.

This would intrigue any individual who needs to begin another eatery in Newyork city.

### Success Criteria:

The achievement criteria of the undertaking will be a decent proposal of district/Neighborhood decision to ABC Company Ltd dependent on Lack of such resturants in that area and closest providers of fixings.