

## **Introduction**

“Amaretto” is a global chain of Italian Restaurants, headquartered at New York, with multiple branches across USA. In the last 5 years, they have also forayed into the international market, with new branches opening in Latin America as well as Europe. Currently, they run operation across 7 countries. With the appointment of the new CEO, they have developed an aggressive expansion strategy and are looking to further extend their business across Europe, with Berlin being a key target. Due to its economic status as well as the central location, Berlin is planned to become the European Headquarters in the coming years.

## **Business Problem**

Due to the strategic importance of Berlin, the location to be chosen for the restaurant is of vital importance. There is already a stiff competition in the food & beverages industry and Berlin being the economic hotspot of entire Europe, boasts of a huge number of restaurants and pubs. There are quite a few Italian Restaurants as well, spread across the city. In this scenario, it is urgent to adopt machine learning tools in order to assist ‘Amaretto’ to make wise and effective decisions regarding the location of the Berlin Restaurant. To solve this business problem, we are going to cluster Berlin neighbourhoods to recommend areas where people are more likely to go out to eat at restaurants and give good business. We will also look at the proximity of other Italian Restaurants in the area to be proposed for the new restaurant.