**Strategic Plan for Selection of a Location for starting a Restaurant with Location Data in New York City**

**Description of the data:**

This document explains briefly the data that will be used for arriving at the selection of location for starting a restaurant in New York City. It includes the New York City data, pre-processing the data for its consistency for ranking the possible locations. Then leveraging location data provided by Four Square for final selection.

New York is the most populous city in USA with an estimated population of 9 million in 2017 with multiple ethnicity. It consists of five boroughs. It is a business and commercial global hub with lot of companies have their offices in New York. Human activity is all around the day and hence the need for restaurants is very high. For selecting appropriate location for starting a restaurant with location intelligence the following data sets are useful:

1. Socio-economic demography of New York: This gives information like age, income, ethnicity and education of people. With the help of this, their regular activity, travel locations and food choices can be understood.
2. Restaurant Data: This data consists of various restaurants in different boroughs along with the cuisine they offer.
3. Pedestrian Traffic Data: This gives information about the foot traffic in a given location. That gives an indication of number of people visiting the area. The location data of these people will give places visited and their preferences for food.

The above data will be thoroughly checked for content and quality. Preliminary analysis will be carried out to get insights about the data and determine if additional data is necessary to fill any gaps in the data.

Four Square, a location data and intelligence company has the following features w.r.t the location data:

* Explore a geographical value
* Search for a specific type of venue
* Explore a particular venue
* Explore a user

From the New York city data mentioned above and based on the socio-economic demographics and pedestrian traffic data, about 10 possible locations will be ranked. Using predictive analytics, most appropriate location will be arrived with the help of location data available from Four Square.