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

**Description of the Problem:**

This document briefly explains the strategic plan for identifying a location for starting a restaurant in the city of New York as part of the Capstone Project assignment. The objective of this work is to select a location where the restaurant can be started, in New York City, using locational data provided by Four Square. Though the problem of identifying a location for starting a business is not new, the traditional strategy involves expensive and time consuming surveys of customers and their choices.

Locational data can help solve business problems of this kind which will give more accurate outcome. Location data can be used to visualize and analyse data to gain insight into society and services.

The above information can be used to know, location of different restaurants and the kind of cuisine they offer in New York city. Also the number of customers visiting a particular restaurant and their preferences of food. With this kind of information, it is possible to identify the location where a particular type of food is needed. By integrating location technology with business intelligence the following can be achieved:

* Companies can see where sales are strong
* Deliver time-specific and location-specific alerts.
* Real-time marketing.