**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.

**Description of the data:**

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.