Restaurants in New York, NY

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1. Introduction
   1.1. Background
   New York, NY is known for their food and especially for their Italian food. With the growing market of restaurants around the world and especially in New York city, it is important to analysis the market before deciding on a location to open. For many businesses a fatal flaw in their business model is entering into a market that is already too dense to penetrate. Another barrier to entry for businesses is the competitions value proposition, thus it is important to analysis and take into consideration attributes of the venues around the area.

   1.2. Audience
   The target audience for this report is someone looking to enter into the restaurant industry within New York. Another target audience could be a market researcher who is looking to understand the demographic in more detail, having dining establishments being an attribute of their analysis.

2. Data acquisition and cleaning
   2.1. Data Sources
   The primary data source will be geographical data acquired via the foursquare API. The data that will be pulled starts from at the epicenter, New York, NY and is expanded 25 mile radius.
   2.2. Data Cleaning
   2.3. Feature Selection
3. Methodology
   3.1. Exploratory Data Analysis
   3.2. Inferential statistical testing
4. Results
5. Discussion
   5.1. Future
6. Conclusion