**Capstone Project – The Battle of Neighborhoods**

**Introduction: Business Problem**

The goal of this project is to identify the best location to open a new restaurant in **Hamilton**, Ontario. Given the increasing number of people moving to the Hamilton area due to the high property prices in Toronto, as well as the expansion of the GO system, a demographic change is happening unveiling new business opportunities.

My target audience is investors who are looking to start a new business while benefiting from Hamilton’s current growth. The insights generated from this research will support and optimize investment decisions.

**Data**

In order to identify the best location for a new restaurant, the following data points will be used:

* number of existing restaurants in Hamilton
* distance from each other
* Hamilton neighborhoods

The data that will be used is Foursquare API data:

* coordinate of current restaurants (Foursquare API)
* number of existing restaurants (Foursquare API)
* coordinates of neighborhoods in Hamilton (Foursquare API)

Lastly, an overlay of the latest census data will provide additional insights on neighborhood economics and demographics, enabling easy identification of wealthier and poorer neighborhoods.