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Capstone Project for IBM Professional Certificate

**Introduction Business Problem:**

A client wants to set up a restaurant in Castle Rock, Colorado. They would like to know some statistical information with regards to how many restaurants currently exist there. They would also like to know which ones get the most foot traffic and the demographics of the consumers that use these restaurants. Once they can analyze the market share, the busiest time of business and consumer preferences for the kind of food being served based on restaurant popularity, they can then start tailoring their menus and find the optimum location to market their business.