**Data Acquisition**:

A subset of the data set, outlining 18,000 vegetarian/vegan restaurants in the United States, has been acquired from [Kaggle](https://www.kaggle.com/datafiniti/vegetarian-vegan-restaurants). Furthermore, Foursquare API data will be used to compare trending vegan/vegetarian restaurants in one of the top shortlisted metro areas to scout out the competition.

**Data explanation and Cleaning:**

The data will be cleaned by dropping some irrelevant columns from the dataframe e.g.Date added, updated, facebook url etc. The final dateframe will contain the following column headers. Id, name,categories, city, cuisines, latitude, longitude, priceRangeMin,priceRangeMax, province, date opened.

There are some columns with missing data. The missing values for price ranges will be replaced with the mean prices of those columns.

**Data analysis and Visualization:**

* Geospatial analysis with Chloropleth map showing locations and clusters

The data will be used to visualize the actual locations of vegan/vegetarian options on the map in a few metros of the US.

* K mean clustering of restaurants and maximum pricing

This will indicate the maximum that consumers are willing to pay for a vegetarian dish.

* A histogram of date opened to number of restaurants will show a trend in timeline as to the increase of vegetarian options.
* Based on the information above, the metro with the least amount of vegan/vegetarian options will be shortlisted as the location for starting a new restaurant.FourSquare Data will be utilized to find trending restaurants in that metropolis.