

1. Introduction and Business Problem

What is the best city to open a new italian restaurant? Let's assume the investor is choosing between New York, San Francisco, and Chicago as his preferred locations. The restaurants business is highly competitive, while entry barriers are comparably low. Therefore to answer the question I am going to analyse how competitive these markets are taking into consideration amount of italian restaurants per capita. I will exclude bad italian restaurants (based on their rating) from my analysis, as I presume that the investor is going to open a good one, so that the range of peers shall be adjusted correspondingly.

Although there is a number of other metrics that can be used, I believe that the described approach would provide a good general conclusion about which location maximizes chances of success for the new business.