Description of Capstone Project

As one of the top popular cities in the world, New York City is popular not only for visitors travel from all around the world, but also different investor for doing business. Suppose someone or some company (such as ABC company) want to invest in opening a restaurant in New York City, and they narrow down their target location in Manhattan. However, Manhattan is still too large for them to pick a specify neighborhood for their restaurant, and there are a lot of factors that may affect the success and business sustainability of a restaurant as well. Therefore, we should spend time in gathering different information and analysis data to help them decide which specific neighborhood in Manhattan is a better choice for doing business. For this project, we will focus on population and income of neighborhoods in Manhattan, and finally use Foursquare venue data to explore different clusters of venues in these neighborhoods.

**Target Audience**: Investors who want to open a restaurant in Manhattan New York City and who look for a specific neighborhood that good for business sustainability.