

Final Project: Find Ideal Startup Location

Introduction/Business Problem:

Pakistan has recently experienced an immense number of startups in the recent years within its most popular cities such as Islamabad, Lahore, Rawalpindi and many more. These staggering numbers will only continue to grow more in the coming years which makes it difficult for someone starting their own business, to thrive in these times and make their business stand out from the rest. Consider that you are planning to initiate a startup, specifically a 'Fast Food Restaurant' in Pakistan but you have no idea which location would be ideal to start with. Also considering that you only have enough investment amount to open one restaurant so you want to find a location which will generate maximum income as well as interest.

For this problem, the [FourSquare](#) API will help us identify all the locations in Pakistan where Fast Food Restaurants are the most popular so that the investor can strategically choose a location that best fits them.