1. Introduction

Rasa is a well-known restaurant brand from Malaysia and has recently expanded its business to Toronto, Canada. What sets Rasa apart from every other ethnic restaurant is that the dishes served at Rasa are as colourful as Malaysia's diverse culture. At Rasa, customers can not only enjoy Malay cuisines, but Chinese and Indian as well. Due to the huge success of its first international branch in Toronto, the owners of Rasa have decided to expand their business in New York, a city known for its diverse population. The next step for the owners now is to identify a suitable location in one of New York's neighbourhood to open up the restaurant. Besides being useful to the owners, this project can also assist other business owners looking to expand their businesses anywhere around New York city.

2. Data

The objective of this project is to assist the owners identify the suitable neighbourhood. In order to do this, the project will utilize location data for New York obtained from Foursquare. Using machine learning, we will narrow down a few neighbourhoods based on their characteristics and identify the best location to open up Rasa's second international branch. The main features to be used in this project is the most common venues available in a certain neighbourhood. The neighbourhoods will be clustered into different groups based on the most common venues available in a certain location. Based on these features, we will be able to decided which neighbourhood is the most suitable location to open up the restaurant.