**Who are we?**

Data Analytics department or consultants

**What does the company that hired us or that we work for want us to provide them**

The company has a unique barbecue recipe that it would like to introduce and perhaps in the future expand and franchise into new markets. It would like to make a name for itself in one of the 5 cities in the US that it believes are known for barbecue:

1. Austin, TX
2. Memphis, TN
3. Kansas City, MO
4. Charlotte, NC
5. NYC, NY

**Questions to be answered about each of these cities**

***Using data available from CitiGrid or another similar App:***

1. How many total restaurants are actively being rated
2. How many and what types of restaurants are being evaluated
3. How many rating for each type of restaurant
4. Specifically for barbecue restaurants
   1. What are the average ratings of the restaurants
   2. Perhaps a sampling of rating comments that would can be used to for the presentation
   3. Where are the barbecue restaurants located – good geo maps to use for presentation

***Using data from Census Bureau - Demographics***

1. Population – heatmap on population for presentation
2. Age and Sex
3. Education
4. Employment, including unemployment and average salary
5. Business and economy – potential heat map on business statistic(s)

***Combined CitiGrid and Census Bureau data***

1. Population per total restaurants rated
2. Population per restaurant types and specifically barbecue
3. Correlation between restaurant types and:
   1. Age
   2. Sex
   3. Education
   4. Employment
   5. Business and economy

**Presentation**

1. Background on Project
   1. Who the company is
   2. Who we are
   3. What the goals of the project are
   4. What data sources we used
2. CitiGrid Results
3. Census Bureau Demographics of the 5 cities
4. Correlations and Linear Regressions that combine the CitiGrid and Census Bureau information
5. Final conclusions and recommendations