

# 1.Introduction

## 1.1 Background

New York is the most populous city in the United States. With an estimated 2019 population of 8,336,817 distributed over about 302.6 square miles (784 km<sup>2</sup>), New York City is also the most densely populated major city in the United States.

New York City has been described as the cultural, financial, and media capital of the world, significantly influencing commerce, entertainment, research, technology, education, politics, tourism, art, fashion, and sports. Therefore, it is advantageous for investors to do different types of business. For example, open the restaurant in New York.

## 1.2 Problem

New York is the big city. what factors should you analyze to determine the best place in the city to start your dream restaurant, and how do you do it? This project include some basic assumptions, data set, and data analysis could help you making decision when selecting the optimal neighborhood in New York for opening restaurant.