**APPLIED DATA SCIENCE CAPSTONE**

**Final assessment: Tenedor Gaucho**

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**Part 1**

**Introduction**

* + Argentina is a large country in South America. Best known for it’s most famous soccer player: Lionel Messi, but also for it’s amazing cuisine.
    - The best steak in the world, empanadas and locro are only a few examples of a large variety of unique delicacies.
  + Argentinians are explores. Most Argentinians are descendants of immigrants who pursed a different, better life, so exploration is part of our lives. About 1 million Argentinians living abroad, usually in large cities, and often show the world the wonders of such unique cuisine.
  + Argentina’s capital city, Buenos Aires, is an electric, hectic location with a wonderful architecture, very active nightlife, and a wide offer of both local and international restaurants. It attracts 2 millions of international tourists every year who spend 33% of their travel budget in restaurants.

**Objective**

* The objective of this project is to recommend a location that presents a business opportunity for opening and Argentinian Restaurant.
* This analysis will result of interest for Argentinians living in such cities, or for investors looking for business opportunities.
* A subset of major cities with significant Argentinian presence will be part of this analysis:
  + Barcelona, London, Madrid, Mexico City, New York, Sao Paulo, and Toronto.