Finding the right neighborhood for opening an Italian restaurant in New York

Problem description:

Finding the right neighborhood for opening an Italian restaurant in New York city. This process is a critical success factor and one of the biggest concerns of the owner.

Discussion:

For finding a good neighborhood it is key to make insight neighborhood data available (through data analyses), so we can have a better picture of our target customer and -neighborhood features (venues, services etc.). This helps us to make an informed decision for pointing a location of our choice and it helps to maximize profit.

Project requirements owner:

- The borough should have the highest population density of NYC.
  - Manhattan has the highest density per sqr mile
    - Ref. Wikipedia:https://en.wikipedia.org/wiki/Manhattan
- Low competition from other Italian restaurants in the area
- Near to a park (take away traffic)
- High level of venues in the surrounding