

## Introduction

**New York City (NYC)**, often called the **City of New York** or simply **New York (NY)**, is the most populous city in the United States. With an estimated 2018 population of 8,398,748 distributed over about 302.6 square miles (784 km<sup>2</sup>), New York is also the most densely populated major city in the United States.<sup>[1]</sup> Located at the southern tip of the U.S. state of New York, the city is the center of the New York metropolitan area, the largest metropolitan area in the world by urban landmass. With almost 20 million people in its metropolitan statistical area and approximately 23 million in its combined statistical area, it is one of the world's most populous megacities. New York City has been described as the cultural, financial, and media capital of the world, significantly influencing commerce,<sup>[12]</sup> entertainment, research, technology, education, politics, tourism, art, fashion, and sports. Home to the headquarters of the United Nations,<sup>[13]</sup> New York is an important center for international diplomacy. Over the last decade the city has been growing faster than the region. The New York region continues to be by far the leading metropolitan gateway for legal immigrants admitted into the United States. New York City has also been a major point of entry for immigrants; the term "melting pot" was coined to describe densely populated immigrant neighbourhoods on the Lower East Side. As many as 800 languages are spoken in New York, making it the most linguistically diverse city in the world. English remains the most widely spoken language, although there are areas in the outer boroughs in which up to 25% of people speak English as an alternate language, and/or have limited or no English language fluency. English is least spoken in neighbourhoods such as Flushing, Sunset Park, and Corona. With its diverse culture, comes diverse food items. There are many restaurants in New York City, each belonging to different categories like Chinese, Indian, and French etc.

The objective of this capstone project is to find the most suitable location for the entrepreneur to open a new Indian Restaurant in Toronto, Canada. By using data science methods and tools along with machine learning algorithms such as clustering, this project aims to provide solutions to answer the business question : In Toronto, if an entrepreneur wants to open an Indian Restaurant, where should they consider opening it?

**TARGET AUDIENCE** The entrepreneur who wants to find the location to open authentic Indian restaurant.