**The Battle of the Neighborhoods – Week 1**

**Problem Background:**

Orlando, Florida is regarded as one of the fastest growing cities in the United States, with an extremely diverse population, a growing number of activities for locals, and a plethora of bars and restaurants. It has a very prominent LGBTQ community, and it will always be a city that is near and dear to my heart. It has a rapidly growing technology industry that everybody seeks to be a part of.

With fast growth comes the advent of more entrepreneurs seeking to make a name for themselves. Those looking to open their own restaurants fall under this category. One thing, however, remains the same: research and analysis must be done before pursuing any kind of business.

**Problem Description:**

As most people know, a restaurant is usually a vital member of its community by serving enticing and usually unique food. Orlando has many restaurants who follow this tradition of being a location for locals to hang out while eating delicious food. Food cuisine varies from Vietnamese to American, as well as some pockets of culture specific food such as Dominican food. In order to not only survive but thrive in such a cutthroat market, one must consider the local population in which they would like to open up the restaurant, the target group of their population, surrounding business, and competitors. The more unique, the better!

I have been hired by Company X to achieve the task of determining where a Mexican restaurant may thrive within the city of Orlando, which would seek to target the large percentage of Hispanics in the area.

**Success Criteria:**

Succeeding in this project would equate to discovering potential new locations for Company X’s restaurant where they could potentially thrive; the findings of this analysis would also serve other individuals looking to open up their restaurant.