Introduction / Business Problem

The City of New York, is the most populous city in the United States. It is diverse and is the financial capital of USA. It is multicultural with 19.45 million pepole. New York City welcomed a record of 65.2 million visitors, comprising 51.6 million domestic and 13.5 million international visitors in 2019, It provides lot of business oppourtunities and business friendly environment. one of Largest cities by population in New York is manhattan, this city has a lot of immigrants from all over the world with many clutural diversity which allowing a huge types of cuisines one can offer in the restaurant business. As it is highly developed city so cost of doing business is also one of the highest. Thus, any new business venture or expansion needs to be analysed carefully. The insights derived from analysis will give good understanding of the business environment which help in strategically targeting the market. This will help in reduction of risk. And the return on investment will be reasonable.
so our analysis wil be covered the following factors:-

- The type of resturant we are willing to start and the audience of that particular classification.
- The types of our target Customers.
- The best location to start the business.
- Who are our Potential competitors?

Download and Explore Dataset:

New York City has 5 Boroughs and among them there are total of 60 Community Boardshas. In order to segement the neighborhoods and explore them, we will essentially need a dataset that contains the 5 boroughs and the neighborhoods that exist in each borough as well as the the latitude and logitude coordinates of each neighborhood.
our analysis will depend on the following sources:

- Wikipedia to import the data of "Neighborhoods in New York City" https://en.wikipedia.org /wiki/Neighborhoods_in_New_York_City

- Foursquare which provides various API calls to Explore the Locations near by or any popular venues in the given Location
  https://foursquare.com/ (https://foursquare.com/)

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