

## **Introduction/Business Problem**

One of my friends is looking at a business opportunity of opening a new Chinese restaurant in the New York City. The goal of this project is to leverage data science and machine learning techniques to help him determine the best possible neighborhood to open the restaurant.

## **Data**

The data I will be using comes mainly from Foursquare location data. In order to determine which neighborhood is the most suitable one, I need to look at existing restaurants, local demographics, traffic information, residential vs business usage, etc. Since the Covid 19 has significantly changed the local demographics, population and people's living conditions, collecting the most up-to-date data and trying to gauge people's new dining habits will be another goal of this project.