1. **Introduction & Business Problem:**

The City of New York, is the most populous city in the United States. It is not only the financial capital of USA but quite diverse and multicultural. It provides a lot of business opportunities and business friendly environment, and has thus attracted many different players into the market. It is a global hub of business and commerce. The city is a major center for banking and finance, retailing, world trade, transportation, tourism, real estate, new media, traditional media, advertising, legal services, accountancy, insurance, theater, fashion, and the arts in the United States. This also means that the market is highly competitive. 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 analyzed 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 ROI will be reasonable.

**Business Problem**

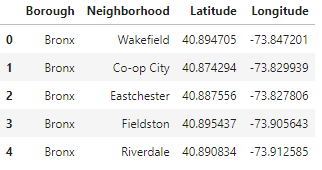
The City of New York is famous for its excellent cuisine. Its food culture includes an array of international cuisines influenced by the city's immigrant history.

Recently, Indian restaurants have become quite popular in the United States and starting an Indian restaurant can be a great business opportunity, but one needs to distinguish self from others to enjoy long-term success.

My client wants to open his business in Manhattan area, so I would focus on that borough during my analysis. We would define potential neighborhood based on the number of Indian restaurants which are operating right in each neighborhood. Manhattan has full potential but also is a very challenging district to open a business because of high competition. Any new Indian food venue should be considered in an area that has potential to attract more customers. Therefore, this analysis necessary to ensure that my client has ample opportunity to run his business proficiently.

1. **Data**

**Data 1:** Neighborhood has a total of 5 boroughs and 306 neighborhoods. In order to segment 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 latitude and longitude coordinates of each neighborhood. This dataset exists for free on the web. Link to the dataset is: https://geo.nyu.edu/catalog/nyu\_2451\_34572



**Data2:** New York city geographical coordinates data will be utilized as input for the Foursquare API, that will be leveraged to provision venues information for each neighborhood. We will use the Foursquare API to explore neighborhoods in New York City. In addition, Multicuisine Indian restaurant category Id 4bf58dd8d48988d10f941735 will be used for retrieving data from Foursquare API.