

1. Introduction/Business Problem

I am VietNameese , “Phở” is a Vietnamese soup consisting of broth.



In this project we will try to find an optimal location for a **Phở 24h restaurant**. Specifically, this report will be targeted to stakeholders interested in opening an **Phở 24h restaurant** in **New York**.

Since there are lots of restaurants in **New York** we will try to detect locations that are not already crowded with restaurants. We are also particularly interested in areas with no **VietNam restaurants** in city. We would also prefer locations as **close to city center** as possible, assuming that first two conditions are met.

We will use our data science powers to generate a few most promising neighborhoods based on this criteria. Advantages of each area will then be clearly expressed so that best possible final location can be chosen by stakeholders.