**Peer-graded Assignment: Capstone Project - The Battle of Neighbourhoods (Week 1):**

**Market Analysis of Restaurant in New York City**

**Introduction/Business Problem:**

ABC Company wants to open restaurants in New York City. It wants to analyse business potential by checking for locations in neighbourhood of Borough of New York City for Saturated Market and Untapped Market. It also wants to check for popular cuisines of Borough of New York City.

**Solution Approach:**

The problem will be divided in two parts.

In Part 1, Restaurants in the neighbourhood of borough of New York City will be explored. Foursquare API will be used to get Restaurant Venue and URL (https://cocl.us/new\_york\_dataset) will be used to get location of each neighbourhood. Saturated Market and Untapped Market will be checked in the neighbourhood by doing clustering and visualising the neighbourhood in Map.

In Part 2, Popular cuisine in neighbourhood of borough of New York City will be explored by Web Scrapping of Wikipedia Page (<https://en.wikipedia.org/wiki/Cuisine_of_New_York_City>) and visualising popular cuisines by Word Cloud .