

Introduction/Business Problem:

A. Introduction:

New Orleans known for its distinct jazz music, different cuisines and celebrations, and is highly known for its Spanish Creole culture¹. It is one of the states that contains wide variety of Italian, French, Spanish, Cajun, and Chinese flavors infused with one another, and is high of tourism. It doesn't only indulge in food, but also in outdoor activities, festivals, night life, cultural arts, sports, music and shopping². One can only enjoy all of it in one place. Each year the number of tourists increase by at least 5%³ for its attractions and food. New Orleans being such a diverse and high tourism state, I would want to consider the geographic of the place to open an Indian - themed restaurant in New Orleans to allow everyone to have a taste of explicit taste of Indian food.

B. Business problem:

I will leverage the Foursquare location data to find the most appropriate place to establish the restaurant that will attract the tourists and natives of New Orleans. My goal is to first find if such a restaurant is liked by the people living in and visiting New Orleans using Foursquare premium calls, and if the results seem to be encouraging then the final goal is to decide on the neighborhood for the establishment.

References:

1. "New Orleans", https://en.wikipedia.org/wiki/New_Orleans
2. "Things to Do", <https://www.neworleans.com/things-to-do/>
3. "New Orleans Breaks Tourism Records for Visitation and Visitor Spending in 2016", FQBA – Brittany, In News, March 23, 2017