**Introduction/Business Problem**

When it comes to real estate, location is everything. A business can do everything right but still fail to succeed without being in the proper location. New York City is a complex and sprawling city with a large population, which could potentially mean a lot of customers. However, New York can differ greatly borough by borough and neighborhood by neighborhood, and is already saturated by a large number of businesses. In this project, I will determine where a new restaurant should open in New York City using data on different neighborhoods.

**Data**

I plan to use Foursquare location data for this project, as well as data on the population per neighborhood in New York available on the state government website at this link: <https://www.health.ny.gov/statistics/cancer/registry/appendix/neighborhoodpop.htm>. I will use these datasets to highlight areas in the city with lots of people and not many restaurants, working on the assumption that the number of people in an area is a key driver of the number of people who eat at restaurants.