**Business Case**: Use the Manhattan geo data and explore the best neighbourhoods to start an Indian joint. This place should be in the proximity of other Indian places in MH like Indian Theatre, Yoga centres etc. It is also important to consider the other venues for neighbourhood selection so that we can make sure the location is appropriate for eateries and social gatherings. I don’t have any client for this analysis, however believe this could be helpful for appropriate decision making when required.

**Data**: I am relying on the New York neighbourhood data used in one of the exercises in this course. I will discard all except Manhattan Borough. Also the foursquare data would be used for selecting venues in the neighbourhoods.

**Methodology:** I have done a deep dive into the frequencies of Indian places per Manhattan neighbourhood. This provides a great overview of neighbourhoods with already existing Indian places (restaurants, Theatre, Yoga centres). This analysis is key to decide on the location of the new Indian Joint. Also I have decided to cluster the neighbourhoods of Manhattan based on top 10 venues since it provides a great insight into what other prominent places are there in the surrounding (e.g., other eateries, govt offices, educational institutes etc.).

**Results**: I am nicely pointed out the neighbourhoods which would be most attractive for setting up this new Indian Restaurant by listing what’s available currently. Also the clusters of Manhattan neighbourhoods would support the decision making.

**Discussion and My recommendation**: Based on my analysis, there seems to be quite a few neighbourhoods which would attractive location for the Indian Restaurant. Amongst them, I would like the neighbourhoods of “Clinton”, “East Harlem”, “East Village”, ”Financial District”, “Inwood”, “Lenox Hill”, “Lincon square”, “Upper East Side”, “West Village”. The reason being they have Yoga centres, Indian or other Theatres around and would be most appropriate to setup a new Indian Restaurant. These neighbourhoods are also prominent places for other eateries, bars, gyms, parks etc.

**Conclusion:** This analysis is very helpful to decide on the best neighbourhoods in Manhattan to setup a new Indian Restaurant. It provides option by laying down the important data points for sound decision making. I however haven’t consider the rent and availability of places in deciding the neighbourhood mainly because those two factors though very important are volatile and may change from one point in to other. If someone is interested to use my work and want to factor in other elements, I am happy to take into consideration the same and expand the analysis accordingly.