## Business Problem

A restaurant investment group with several venues along the east coast is interested in opening a new restaurant in New York City. In over 20 years of operations, the group has found that its most successful investments have been restaurants that specialize in cuisines that have regional popularity but are underrepresented in the vicinity of the restaurant location. The group leadership has asked its lead data scientist to identify the most popular restaurant types/cuisines in New York City and to identify neighborhoods with the least competition for these restaurant types/cuisines. The results of this report will help group leadership select an appropriate restaurant type/cuisine and narrow down the search for potential restaurant locations.

## Data

The data used to conduct this analysis consists of the following:

* A listing of New York City neighborhoods with associated boroughs and central latitudinal and longitudinal coordinates.
* Food-related venue data for each neighborhood, including name of venue, venue latitudinal and longitudinal coordinates, and venue category.

The New York City neighborhood data is obtained from the following link: <https://cf-courses-data.s3.us.cloud-object-storage.appdomain.cloud/IBMDeveloperSkillsNetwork-DS0701EN-SkillsNetwork/labs/newyork_data.json>

The food-related venue data is obtained via the Foursquare API, using a default radius of 500 meters from the center coordinates of each neighborhood. It should be noted that the food-related venue data used in this analysis is limited to the first 100 results for each neighborhood.