

Introduction/Business Problem

Manhattan often referred to locally as the City, is the most densely populated borough of New York City, its economic and administrative center, cultural identifier and historical birthplace. The borough is coextensive with New York County, one of the original counties of the U.S. state of New York. The borough consists mostly of Manhattan Island, bounded by the Hudson, East, and Harlem rivers; several small adjacent islands; and Marble Hill, a small neighborhood now on the U.S. mainland, physically connected to the Bronx and separated from the rest of Manhattan by the Harlem River.

A UK restaurants chain plans to open a new restaurant in Manhattan in New York City, since it is the most densely populated borough of New York City. Due to its dense population there is a huge increase in demand for restaurant business and is Ideal place to open a restaurant. The vendor does not have an idea of location that would be optimal for opening a restaurant hence they have reached out to me.

Can I suggest an optimal location for opening a new restaurant to the vendor by doing data analysis on current Restaurants and Geographical factors?