**Predicting the suitable locations for Opening a New Indian Restaurant in Manhattan**

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# **Introduction**

* 1. **Background**

Opening a new restaurant needs lot of planning with respect to the locations that have favourable venues that will ensure there is sufficient demand to turn the business into a profitable venture. This requires good understanding of the local neighbourhood, venues nearby in the areas where Indian Restaurants have been successful. Theare are various categories of venues like schools, food joints, malls, parks etc where we can expect visitors to come. Such locations could provide good opportunity for the catering and restaurant business. It is important to analyse which of the neighbour hoods have more Indian restaurants, factors encouraging Indian restaurants, and then analysing those areas which have less or no Indian restaurants but have similar favouring venues that could potentially a business opportunity for opening Indian Restaurants.

* 1. **Problem**

This planning requires access to data of various neighbourhoods and the venues in each neighbourhood. Once the data is accessible, it requires analysis and co-relation of various venues where Indian restaurants have flourished. The project aims to study the neighbourhoods of Manhattan and the venues around these, and identify the pattern or similarity of venues that are observed in these areas with higher presence of Indian Restaurants. We would need to predict and recommend potential neighbourhoods to open Indian Restaurants based on the analysis of data.

* 1. **Interest**

It would be of interest to Indian entrepreneurs who want to invest money in opening Indian Restaurants. Also this would be of interest to existing Restaurant chains for expanding their business in other neighbourhoods.