Business Problem

New York City has probably the most competitive restaurant industry. With millions of tourists flocking to the big apple each year, apart from historical sites, the varied cuisines are equally an attraction. However, knowing the stiff competition, smart decisions need to be made to start a restaurant business that draws in clientele and makes a profit.

This analysis focuses on the following aspects of solving for a business case:

1. Which cuisines are prevalent in NYC?
2. Which cuisines are relatively absent in NYC?
3. Where is cuisine absenteeism seen the most?
4. Which sensible selections could be made as cuisines of choice for the business?
5. Which sensible boroughs of NYC could be chosen as target locations?