

A new restaurant in New York City, is it a good idea?

Introduction.

Nowadays catering is one of the activities that offers the highest return. It is a complex activity that involves many people, and many companies of different types: suppliers of raw materials, transporters, certifiers, room staff in restaurants, chefs, deliverymen. A large French restaurant chain wants to differentiate its business and open a new restaurant in the United States. The ceo of the company hired us to check in the city of New York what the presence of restaurants is, what type of restaurant is most widespread to have a first preliminary idea to decide in which type of restaurant to invest in. He also commissioned us to study restaurants divided by neighborhood. The company believes, in particular, that the greatest profit comes from Asian cuisine, which has been booming in recent years; he therefore wants to know the number of restaurants that offer Japanese cuisine in the city of NY and how many restaurants are present for each neighborhood, so as to have a preliminary estimate to use in future analysis to determine which is the best area in which to build the new restaurant.

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