

## **1. Introduction:**

### **1.1 Background:**

New York is the most densely populated culturally diverse major city in the United States. It consists of five boroughs – Brooklyn, Queens, Manhattan, The Bronx and Staten Island, and more than 300 neighbourhoods. It is described as the cultural, financial and media capital of the world, which makes it a great place to start any new business. However, Location is one of the most important factors responsible for the success of any business. Therefore, it is advantageous to set up business in a safe place where there is abundance of customers who can afford your product, and the cost of doing business is optimum.

### **1.2 Problem:**

We are working to find a place to open a new Italian restaurant in the city of New York using data-driven methodology. Data that might contribute in selecting restaurant location are: population density, demographics, purchasing power, crime rates, competitors and property affordability. This project aims to predict in which neighbourhood of New York, we should open our Italian restaurant based on these data.

### **1.3 Interest:**

Obviously, anybody setting up a new business, particularly restaurant business will be interested in knowing the best location for setting up their businesses.