**Problem Statement**

I have been approached by a Manhattan based businessman who wants to start a service which delivers Indian food to a customer’s home. He believes the demand for his service will be higher in neighborhoods of NYC where there is a lack of Indian restaurants. He has asked me to help him identify such neighborhoods so that he can better target his marketing budget.

**Data**

I will be using two primary data sources for this analysis –

Latitude/Longitude of NYC neighborhoods – I will source this information from the JSON file made available by the IBM team for the Coursera Capstone project.

Information on Indian Restaurants – I will source this information from Foursquare. Foursquare has made available an API which can be used for this purpose.