Project Proposal

Prepared for: Coursera, The battle of Neighbourhood.

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EXECUTIVE SUMMARY

Objective

ABC Limited is a chain of vegan restaurant and want to expand the foot print in New York and and Toronto. Find best location for setting up a vegan restaurant either in NewYork or Toronto.

Goals

Find best location for setting up a vegan restaurant either in NewYork or Toronto backed by the data.

Solution

Using four square api gather data on neighbourhood in Toronto and NewYork. Perform analysis and inference. Provide recommended location and risk matrix to business.

INTRODUCTION

In north America the popularity of vegan food is growing at large and people are showing more interest in vegan food. A recent study shows nearly 10 percent of Canadians consider themselves vegetarian or vegan while United States is at 2 percent, a significant shift in lifestyle is being observed. People are looking for more healthy food options.

ABC Limited share the ideology and focused on providing healthy food options through its chain of vegan restaurant. This project is to propose ideal location and neighbourhood to establish vegan restaurant in NewYork and Toronto.

AUDIENCE

The audience are the stake holders of ABC Limited. This project is for the population interested in vegan food and looking for options in NewYork and Toronto.

DATA

Description of the Data:

The following data is required to answer the issues of the problem:

List of Boroughs and neighbourhood of Manhattan and Toronto with their geo-data (latitude and longitude)

Venues for each Manhattan and Toronto neighbourhood (than can be clustered)

Venues for restaurant

List of Subway metro stations in Manhattan with their address location as needed