A description of the problem and a discussion of the background.

Client runs a chain of Italian restaurants. They offer the classical italian kitchen and target customers typically in major cities. Venues are typically located in major city centers. The managing director of the client wants to open additional restaurants and wants to get an overview on the density of italian restaurants in two major cities – Toronto city center and Manhattan.

A description of the data and how it will be used to solve the problem.

Data used will be:

- Location based data from foursquare on italian restaurants in specific areas (Toronto city center & Manhatten)
- Population data for the areas in question

Approach will be to:

- Determine the current landscape of italian restaurants
- Determine population data (number of inhabitants per area) and calculate the mean number of persons per area per existing italian restaurant assuming that italian kitchen is attractive to anybody and there is not specific subpopulation attracted by this type of cusine
- Generate recommendation on most attractive markets – which is typically the market with the highest unmet need