**A. Introduction**

**A.1. Description & Discussion of the Background**

Tel Aviv is the most populous city in the Gush Dan metropolitan area of Israel. Located on the Israeli Mediterranean coastline with a population of 460,613, it is the economic and technological center of the country but also famous for its wide variety of world-class restaurants; people come to Tel Aviv from all over the country in order to eat different kinds of food, from street food to fine dining's.

As for the end of 2020, there are more than 12,000 restaurants in Israel but without a doubt, the best place in Israel to open a restaurant is Tel Aviv, since it's a small city the competition can be very high; more than 33% of the restaurants in Israel will close after 1 year and 50% after 2 years, with such a terrifying statistics the location of the restaurant become a top priority issue for the entrepreneur.

This project has 2 purposes:

1. Create a model which will allow a visualization of different types of restaurants locations, this will help entrepreneurs find the best location for their new restaurant.
2. Create a summary of all different restaurants types, since people come to restaurants in Tel Aviv from all over Israel, a unique restaurant type will increase the change for succession.

**A.2. Data Description**

In order to develop the model, I used the following sources:

* I split Tel Aviv to 5 different areas which cover most of Tel Aviv:

'Rothschild', 'Kikar Hamdina', 'Hatahana', 'TLV Lev', 'Beach'

I used a geo location website in order to find the locations of this areas:

'Latitude':

[32.067306518, 32.0868522, 32.058245163, 32.0661324, 32.083150],

'Longitude':

[34.778079986, 34.7898459, 34.76291204, 34.7831839, 34.770640]}

* I used **Foursquare API** to get the most common venues of given locations.
* The data will be cleaned and aggregated to restaurants categories