**The Business Problem:**

The problem that is going to be analyzed is the distribution of pizza restaurants in major cities in the northeast United States. Specifically, the following cities will be examined: Boston, New York, Philadelphia, Baltimore, and Washington D.C.

The targeted audience is a prospective pizza chain from the west coast that is trying to determine which city it should target for its east coast expansion plan.

**The Data:**

The data that will be used for this analysis will include some of the following:

* Foursquare: Distribution and frequency of pizza restaurants in target cities.
* Population statistics for target cities