

# 1. Discussion and Background of the Business Problem:

## Vegetarian/Vegan Restaurants

The capstone project explores the best locations for Vegetarian and Vegan people. New York is a major metropolitan area with more than 8,419 million (United States Census Bureau, 2019) people living within city limits. In addition, New York is a popular tourist point for people from all over the world. New York City is the largest city in the United States with a long history of international immigration. According to Top Trends in Prepared Foods 2017 report 8% of the US population is vegetarian and 6% of the US population is vegan. Hence, vegetarian/vegan food trend is getting more popular, it is important for natives and tourists to get access to the best restaurants.

## Target Audience

- Business personnel who wants to invest or open a vegan/vegetarian restaurant.
- The eco-friendly people who care about planet and eat responsibly
- Finding the best location for opening a restaurant.
- Exploratory Data Analysis techniques to obtain necessary data, analyze it and, finally be able to tell a story out of it.

## Problem Statement

1. What is the best location for an Vegan/Vegetarian restaurant in New York City?
2. In what Neighborhood should I open a Vegan/Vegetarian restaurant to have the best chance of being successful?
3. The hint map where tourists/natives can find the biggest number of Vegan/Vegetarian restaurants

## Data Section

For this project the following data was used:

1. New York City data that contains Borough, Neighborhoods along with their coordinates (latitudes and longitudes)
  - Data Source: [https://cocl.us/new\\_york\\_dataset](https://cocl.us/new_york_dataset)
  - Description: This data set contains the required information. And we will use this data set to explore various neighborhoods of New York city.
2. Vegan/Vegetarian restaurants in all neighborhood of New York city (focusing only on one neighborhood) .
  - Data Source: Foursquare API
  - Description: By using this API we will get all the venues in the Queens neighborhood. We can filter these venues to get only Vegetarian/Vegan restaurants.