

As part of the IBM Data Science Capstone Project, I have decided to work on the problem of finding the best location to start a new Vegan restaurant in New York. The main objective of this section was to define the problem and discuss the ways in which the data can be found. The data will be got from different sources including the web, open source .CSV files and Four Square data. Analysis will be done on this data to find out which is the best neighbourhood suitable for starting a new vegan restaurant. In this report, the step-by-step process from explaining the problem, preparing the data, analysing, and thus deriving the conclusion will be discussed in detail.

- Introduction: Description of the problem.

New York City has been described as the cultural, financial, and media capital of the world, significantly influencing commerce, entertainment, research, technology, education, politics, tourism, art, fashion, and sports. New York City is composed of five boroughs, each of which is a county of the State of New York. The five boroughs - Brooklyn, Queens, Manhattan, the Bronx, and Staten Island.

New York City's food culture includes an array of international cuisines influenced by the city's immigrant history. The city is home to "nearly one thousand of the finest and most diverse haute cuisine restaurants in the world", according to Michelin. Hence it will be an easy choice to start a new Vegan Restaurant in New York, but with limited knowledge of the demographics starting a restaurant in an already overcrowded market will be futile.

Hence the criteria set by the clients to look for the best neighbourhood to start the restaurant will be as follows:

- *Above average populations of 25–40-year-old male and female professionals as vegan food is aimed towards this age range.*
- *Average to above average median net household incomes as this will be an high end vegan restaurant*

Target audience:

1. Business personnel who wants to invest or open a Vegan restaurant or any other type of new restaurant in an already crowded New York market. This analysis will be a comprehensive guide to start or expand restaurants targeting the young to middle aged crowd.
2. Freelancer Chef who loves to have their own restaurant as a side-line.