**Capstone Project – Battle of Neighborhoods**

**Introduction & Background**

A major food-chain firm, XYZ is looking at opening its first outlet in New Year. Assumption is that XYZ does not have much budget constraint and is looking at entering the market. The investment is majorly driven by the demand and customer preferences.

Thus, it is of essence to analyze the existing restaurants in New York to get a flavor of the type of cuisines, their locations and customer ratings.

XYZ is expecting to look at the most famous cuisine/type of restaurant and the neighborhood wherein there exist an opportunity to invest and open a new restaurant.

Although while deciding on the cuisine & location of restaurant there are a lot of parameters that can be taken into account like rent of location, connectivity, competitor analysis, proximity to offices/colleges/schools along with financial decisions based on cost benefit analysis, we will be focusing on 2 key parameters:

* The most famous cuisine/restaurant type in New York
* The location wherein an opportunity exist

Target Audience is XYZ leadership.