Capstone Project

Introduction/Business Problem

The clients, a couple of vegan chefs, are looking for an ideal location to open a vegan restaurant in New York City. There are various factors that need to be considered when choosing a location for a restaurant –

- Are there other restaurants in the area?
- Are there other similar restaurants in the area?
- Are there already several similar restaurants?
- Are there other businesses and facilities in the area that would complement this restaurant?

In this case, we will look for neighborhoods where there are a lot of restaurants, and maybe a few of them are vegan or vegetarian restaurants. In addition, we will look for neighborhoods that have other businesses and facilities that would indicate that a vegan restaurant would be a good fit for that area. Some of these are health food stores, gyms, yoga studios, farmer's markets and parks with jogging/hiking trails.

We will use New York City neighborhoods data and Foursquare location data to analyze the various neighborhoods and to identify an ideal location for a vegan restaurant.