**Background**

Our client has a Restaurant Chain specialized in Italian Food in Europe. The client wants to open a Restaurant in New York.

Marketing Research suggests that Customers are attracted to the area where they have a choice of Restaurants.

**Problem**

Finding a location in New York where our client can open an Italian Restaurant.

This Project focuses on finding out the appropriate location for our client to open an Italian Restaurant, where it can have the advantage of customers being attracted to the area where they have access to multiple Restaurants providing Italian food. So an area will be zeroed in where customers will have a choice of multiple food restaurants providing Italian Food.

**Audience**

Initially our client will be the stakeholder. However, once this analysis gets established, same analysis will be provided to other clients.

**Data**

Data Acquisition

Data will be extracted from Foursquare location data.

Foursquare location data will be used to search for a Specific Venue Category. The location in New York, where our client will be interested to open a Restaurant, will be around the Conrad Hotel. So a query will be defined to search for Italian Restaurants within 500 meters from the Conrad Hotel.

Data Cleaning

Data downloaded will be combined into one table.