1. **Introduction**. Analysis of a locality based on the various venues available in that locality in give useful insights into the kind of Business thriving in that area. This profiling can be used to come up with the type of business which is likely to succeed in that locality.
2. **Business Problem**. This projects aims at profiling the neighborhoods to come up with the best location for starting a new restaurant. The project aims to analyze the localities of New York and Toronto. This will involve profiling these neighborhoods. The profiling will be based on the number and category of venues of various types present in an area.