**Introduction and business problem**

The City of New York, usually called either New York City (NYC) or simply New York (NY), is the [most populous city](https://en.wikipedia.org/wiki/List_of_United_States_cities_by_population) in the [United States](https://en.wikipedia.org/wiki/United_States). With an estimated 2018 population of 8,398,748[[7]](https://en.wikipedia.org/wiki/New_York_City#cite_note-2018Estimate-7) distributed over a land area of about 302.6 square miles (784 km2), New York is also the [most densely populated](https://en.wikipedia.org/wiki/List_of_United_States_cities_by_population_density) major city in the United States.[[14]](https://en.wikipedia.org/wiki/New_York_City#cite_note-density-14) Located at the southern tip of the state of [New York](https://en.wikipedia.org/wiki/New_York_(state)), the city is the center of the [New York metropolitan area](https://en.wikipedia.org/wiki/New_York_metropolitan_area), the largest [metropolitan area](https://en.wikipedia.org/wiki/Metropolitan_area) in the world by [urban landmass](https://en.wikipedia.org/wiki/Urban_area) and one of the world's most populous [megacities](https://en.wikipedia.org/wiki/Megacity), with an estimated 19,979,477 people in its 2018 [Metropolitan Statistical Area](https://en.wikipedia.org/wiki/List_of_metropolitan_statistical_areas) and 22,679,948 residents in its [Combined Statistical Area](https://en.wikipedia.org/wiki/List_of_Combined_Statistical_Areas). A [global power city](https://en.wikipedia.org/wiki/Global_city), New York City has been described as the [cultural](https://en.wikipedia.org/wiki/Culture_of_New_York_City), [financial](https://en.wikipedia.org/wiki/Wall_Street), and [media](https://en.wikipedia.org/wiki/Media_in_New_York_City) capital of the world, and exerts a significant impact upon commerce, entertainment, research, technology, education, politics, tourism, art, fashion, and sports. The city's fast [pace](https://en.wikipedia.org/wiki/Pace_(speed)) has inspired the term [*New York minute*](https://en.wiktionary.org/wiki/New_York_minute). Home to the [headquarters of the United Nations](https://en.wikipedia.org/wiki/Headquarters_of_the_United_Nations), New York is an important center for [international diplomacy](https://en.wikipedia.org/wiki/International_diplomacy).

My client wants to open a new thai restaurant chain in Manhattan area, so I only focus on that borough during my analysis. The objective is to locate and recommend to the management which neighborhood of Newyork city will be best choice to start a restaurant. The Management also expects to understand the rationale of the recommendations made.