

The Battle of Neighborhoods

**IBM Data Science Professional Certificate
Capstone Project by Coursera**

**Viability to open a new Jewish Restaurant in New York,
NY, EUA**

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Why Jewish Restaurant?

- They are the people that comprise approximately 13% of the population of New York, being considered the largest Jewish community outside Israel worldwide, distributed in the five main districts of the city. There are about 1.5 million Jews in metropolitan New York.
- Jewish cuisine refers to the cooking traditions of the Jewish people worldwide. It has evolved over many centuries, shaped by Jewish dietary laws (kashrut), for the Jewish this is not about what do you like or not to eat, this is about the spiritual principles.
- The laws of keeping kosher (kashrut) have influenced Jewish cooking by prescribing what foods are permitted and how food must be prepared. The word kosher is usually translated as "proper".

Target audience and requirements

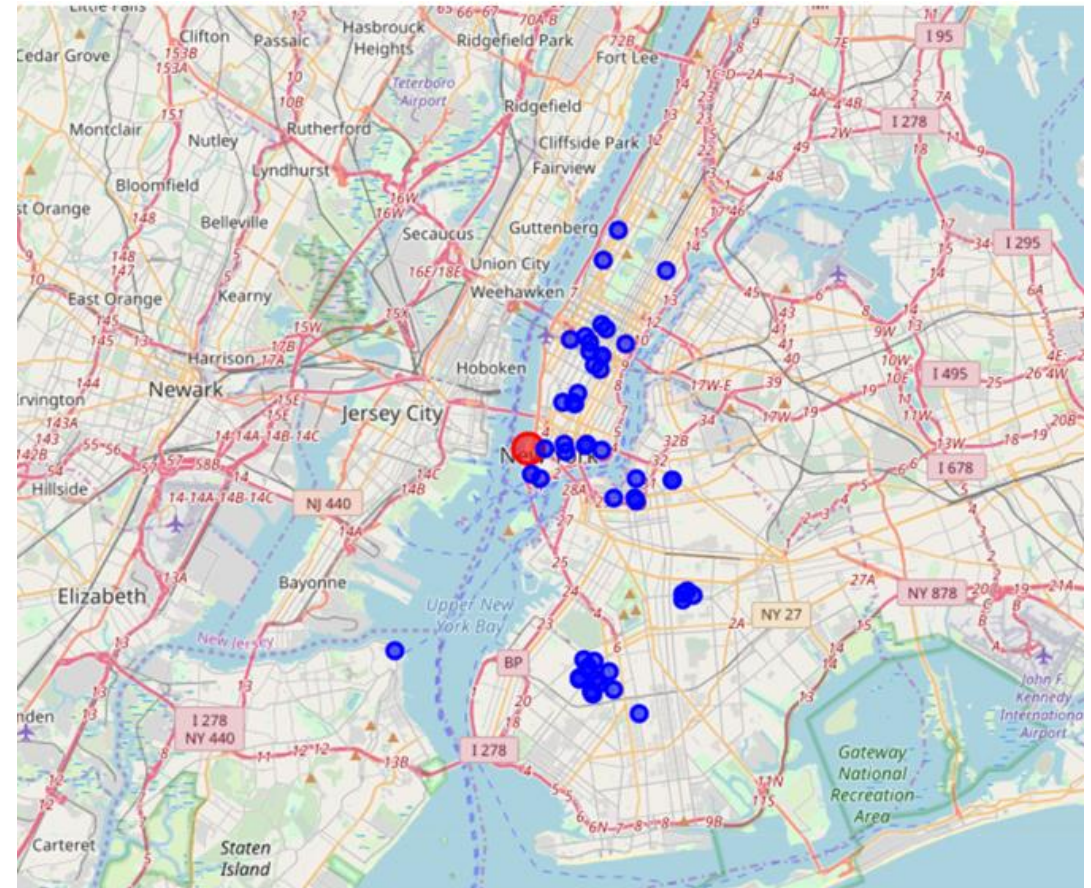
- Target audience: This Project is particularly useful for investors that recognize the importance of the Kosher food for the Jewish people and the importance of the care about eat outside home.
- Data requirements: To solve this, we will need the following data:
 - List of neighborhoods in New York
 - Latitude and Longitude coordinates of the neighborhoods
 - Venue data (powered by FourSquare), particularly related to Kosher food

Methodology

After extract the data from: https://cocl.us/new_york_dataset, using the required libraries in Jupyter notebook to work with the data and using the FourSquare API, we fetch the location data of all these neighborhoods by Python Geocoder package. The Foursquare API was used to get the top 100 venues in a radius of 10000 meters of the Conrad Hotel at South of Manhattan.

Results

As we can see on the map independently, of the clustering applied, it's clear the distribution of this type of cuisine is concentrate in the South of Manhattan and the West of the Brooklyn and Northeast too.



Discussion and Suggestions

In the future research it could be relevant for reach a better accuracy identify the place where there is major concentrate of Jewish people and the neighborhood where they lives and merge this data with the Kosher data promoted in this research.

Conclusion

The research shows us clearly that have a big part of the Manhattan and Brooklyn that can be explorer to start a new restaurant with exclusive Jewish gastronomy even in the areas where is the places with Kosher food, because in this case the claim is to prioritize not only the culture but the Jewish taste too. Surprisingly on the Queens isn't there any place with the Kosher cuisine and Staten Island there is just one place with to serve the clients who desire to eat something Kosher.

Because I believe there is enough Jewish living in New York, it could be a great idea start a new business in the city, when the potential to open a new Jewish restaurant in the South and Southeast of Brooklyn, in central and North of Manhattan and on The Queens and State Island too.