French Restaurants

Introduction

The economy plays a huge role in how much you'll need for start-up costs. Rents and salaries usually sway with economic conditions. Your initial start-up costs can vary widely; no two restaurants and business plans are the same. Each area in New York is vastly different as well. For example, start-up costs for a small Brooklyn restaurant were $450,000 for one restaurateur featured in Forbes and closer to $120,000 for a small eatery in the Brookside neighborhood. According to successful New York restaurateur David Chang, expect to pay anywhere from an average of $300,000 for a small, comfortable restaurant in the city and up to $10 million for a four-star establishment. Once you find space and sign a lease, you've got to consider renovations to update the kitchen and dining room. Equipment, staples, food and salaries for the first few months come out of your initial investment. Advertising, signs and marketing are important items that need to be included in your start-up budget. And just like most any construction project, costs usually exceed your expectations.

Close to 60 percent of new restaurants fail within the first three years, according to a study at Ohio State University. Failures might be higher in places such as New York, however, where competition is intense, according to the Forbes article. You might have a little better luck opening a franchise that already has an established name and concept. Lenders also might be more prone to fund your new operation if you're using an established concept with significant support from a franchisor. The biggest risks occur in your first year of business and gradually decrease over the next two years, according to the Ohio State study. At the same time, it's not always money that causes new restaurants to close, but the owners' unwillingness to put up with the stress and the time commitment.

While you develop a sound business plan and approach lenders about funding, you can take other steps to increase your chances of success opening a small New York eatery. Get involved in the local restaurant community in the neighborhood you're considering. Meet other small restaurant owners and ask them about their challenges and how much they spent opening their establishment. Work in the industry if you have the time to learn the ins-and-outs of the business. Educate yourself about various lending practices in New York. For example, many landlords require a percentage of your sales in addition to your monthly lease payment. Choose your locations carefully.

Business Problem

What is / are the best location(s) for French cuisine in New York City?

Where would I go in New York City to have the best French food?

Data

To answer this question, we will need data such as :

- New York neighborhoods and boroughs.
- Geographical data of these neighborhoods, that will be use to drawn a map of the venue.
- Venue data related to French restaurant for further analysis of those neighborhoods.

For this project we will use many data science tools, from web scrapping, working with API (here FOURSQURE), data cleaning, to map visualization.

Methodology

Frist step we'll collect the data from https://cocl.us/new_dataset and then we'll those data to process them into a dataframe.

Second step we we'll use a new created FOURSQUARE connection to avoid to not be able to retreive all the data on the venues we 'll need to complete the our datafarme.
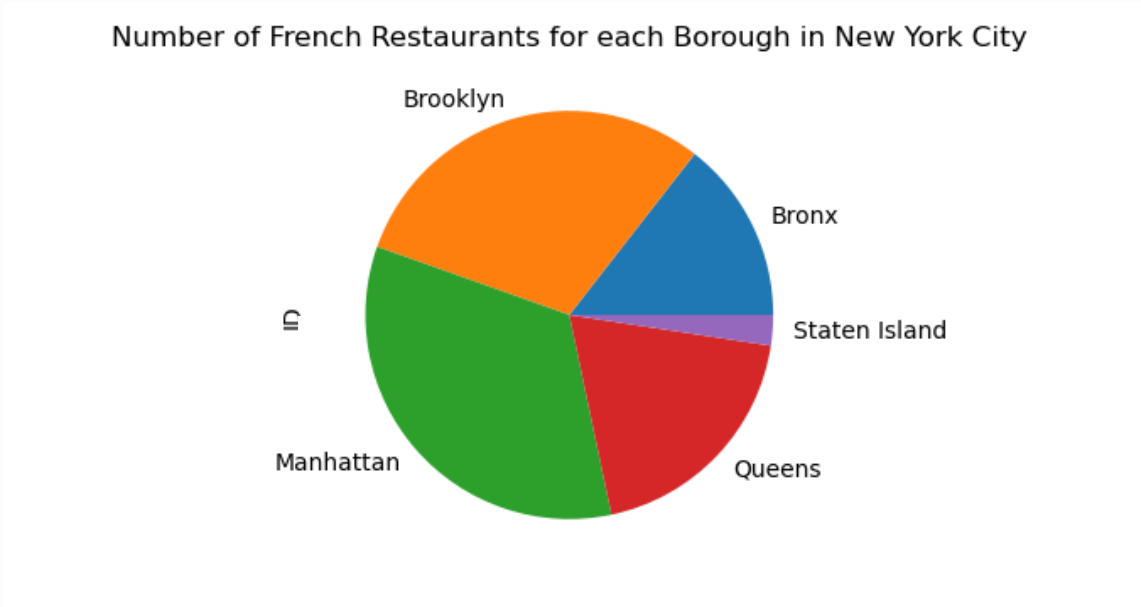
Third step we'll sort rank our datafarme.

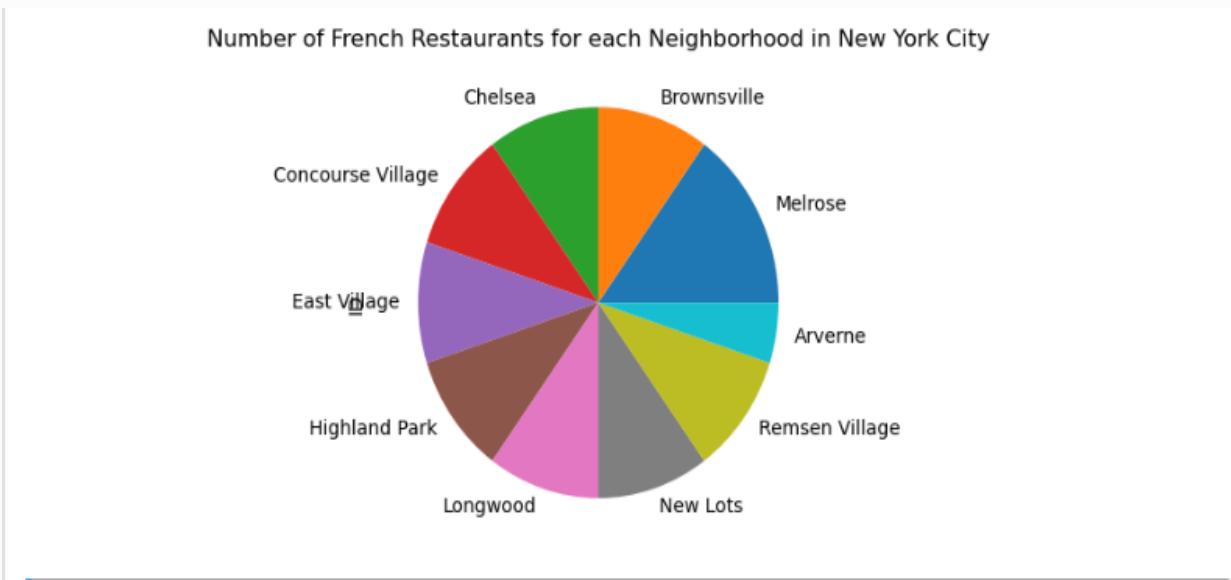Fourth and final step, the data will be assessed visually.

Results

Here as per below the results of our analysis :

a/ Manhattan is the borough of New York with the greater number of French restaurant.

Number of French Restaurants for each Borough in New York City

Brooklyn
Bronx
Staten Island
Manhattan
Queens

b/ When we focus on Manhattan East Village appear to be the neighborhood with the most of French Restaurants.

Number of French Restaurants for each Neighborhood in New York City

Chelsea
Brownsville
Concourse Village
Melrose
East Village
Arverne
Highland Park
Remsen Village
Longwood
New Lots

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C/ This data on French restaurant in New-York show that the Borough with the better rated french restaurant are Manhattan follow by Brooklyn.

	Borough	Neighborhood	Latitude	Longitude	Average Rating
1	Manhattan	Battery Park City	40.711932	-74.016869	9.30
3	Queens	Blissville	40.737251	-73.932442	9.40
9	Brooklyn	Bushwick	40.698116	-73.925258	9.00
10	Manhattan	Carnegie Hill	40.782683	-73.953256	9.10
14	Manhattan	Chinatown	40.715618	-73.994279	9.30
16	Manhattan	Civic Center	40.715229	-74.005415	9.30
17	Manhattan	Clinton	40.759101	-73.996119	9.30
22	Manhattan	East Village	40.727847	-73.982226	9.35
23	Brooklyn	East Williamsburg	40.708492	-73.938858	9.40
25	Manhattan	Financial District	40.707107	-74.010665	9.30
27	Manhattan	Flatiron	40.739673	-73.990947	9.30
28	Manhattan	Gramercy	40.737210	-73.981376	9.30
29	Brooklyn	Greenpoint	40.730201	-73.954241	9.40
30	Manhattan	Greenwich Village	40.726933	-73.999914	9.30
35	Manhattan	Hudson Yards	40.756658	-74.000111	9.30
36	Queens	Hunters Point	40.743414	-73.953868	9.40
38	Manhattan	Lenox Hill	40.768113	-73.958860	9.20
39	Manhattan	Little Italy	40.719324	-73.997305	9.30
41	Queens	Long Island City	40.750217	-73.939202	9.40
43	Manhattan	Lower East Side	40.717807	-73.980890	9.40
46	Manhattan	Midtown South	40.748510	-73.988713	9.30
52	Manhattan	Noho	40.723259	-73.988434	9.30
53	Brooklyn	North Side	40.714823	-73.958809	9.40
56	Queens	Ravenswood	40.761705	-73.931575	9.10
60	Manhattan	Roosevelt Island	40.762160	-73.949168	9.20
62	Manhattan	Soho	40.722184	-74.000657	9.30
64	Brooklyn	South Side	40.710861	-73.958001	9.40
65	Manhattan	Stuyvesant Town	40.731000	-73.974052	9.40
66	Queens	Sunnyside	40.740176	-73.926916	9.40
67	Staten Island	Sunnyside	40.612760	-74.097126	9.40
69	Manhattan	Tribeca	40.721522	-74.010683	9.30
70	Manhattan	Upper East Side	40.775639	-73.960508	9.10
71	Brooklyn	Vinegar Hill	40.703321	-73.981116	9.40
72	Manhattan	West Village	40.734434	-74.006180	9.30
73	Brooklyn	Williamsburg	40.707144	-73.958115	9.40
74	Manhattan	Yorkville	40.775930	-73.947118	9.10

Discussion

In New-york according to the data available on foursquare and Wekipedia regarding French restaurent the five neighborhood where we can find the bettre French restaurant are :

- Hunters
- Sunnyside
- East Willamsburg
- Long Island City
- Lower East Side

All rated 9,4 which constitue the highest rate. Manhattan is the best place to stay if you like French Cuisine and if you want to open a trendy new French restaurant in New City

This analysis is performed on limited data. Which by consequences limit the value of these conclusions. But with good amount of data is available there is scope to come up with better results. It can be done more detailed analysis by adding other factors such as transportations, touristic

frequentation, attractions such as museums, theaters etc....