IBM Data Science Capstone Project

Opening a restaurant in The Bronx NY

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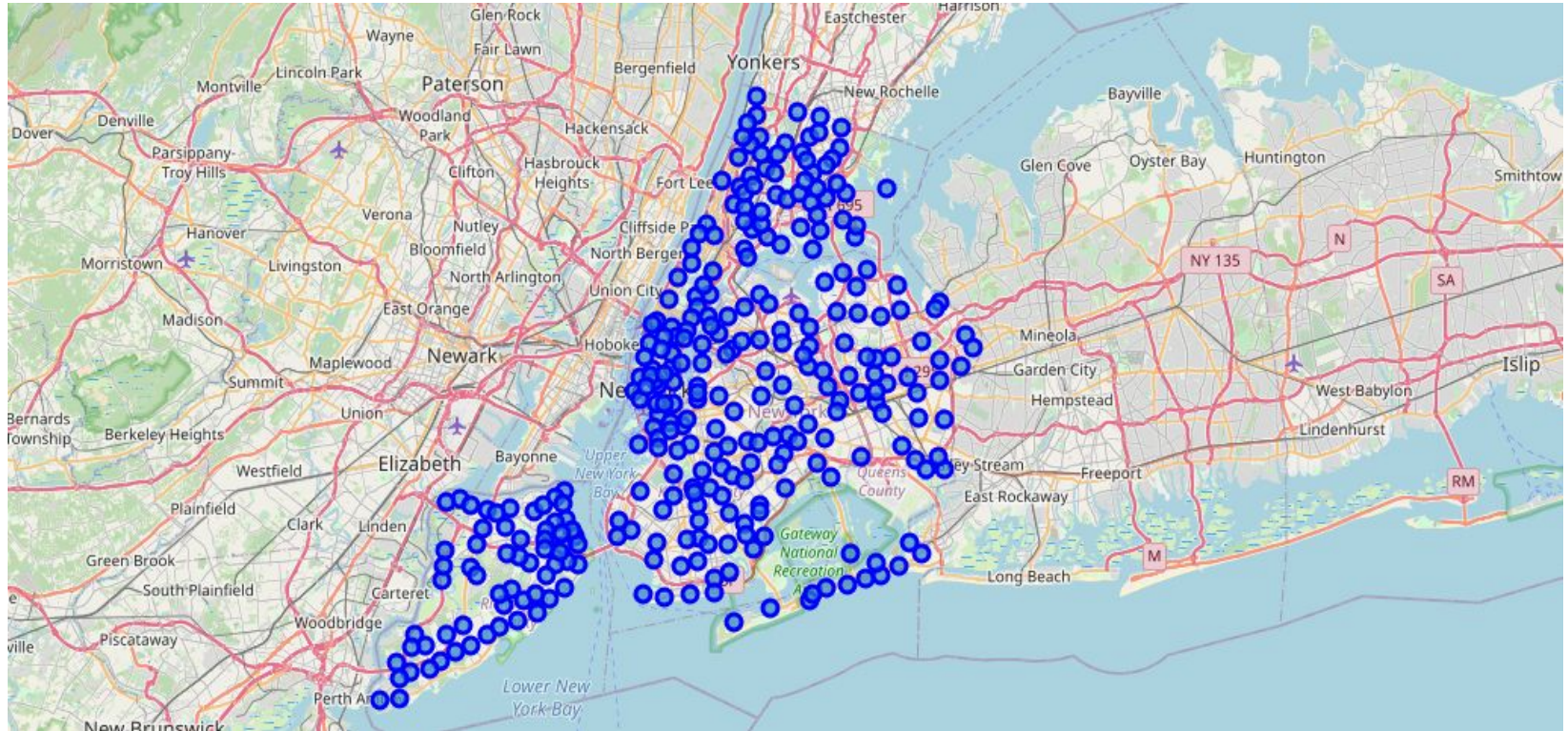20 August 2021

Background

- The Bronx NY has been in continuous growth with a population of
  1 472 654 residents in 2020.

- Goal: Opening a restaurant in the Bronx.
- Problem: Selecting an optimal area for a restaurant.
- Interest: Investors who are looking to explore different areas in New York City and good neighborhoods for a restaurant.
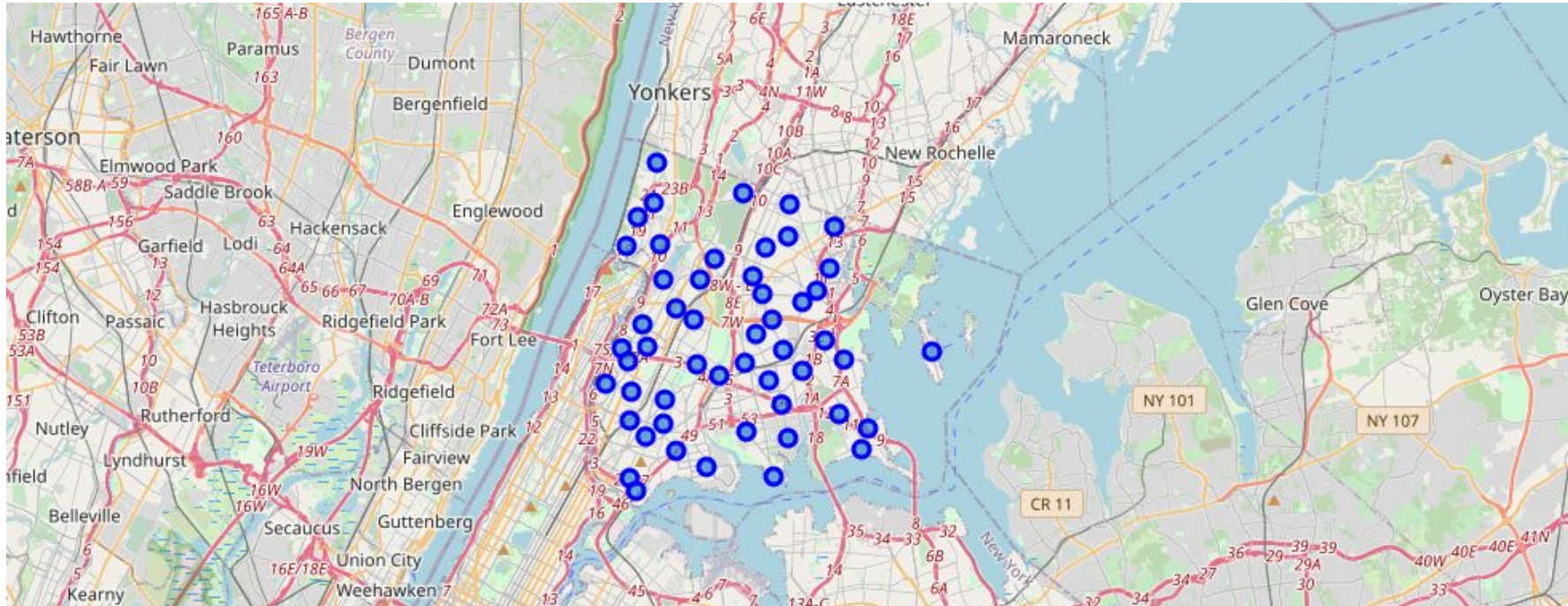
Data

- The list of boroughs and neighborhoods in New York City is provided by the json file from The New York notebook.
- Geo-coordinates of the Bronx are provided by the Geocoder tool.
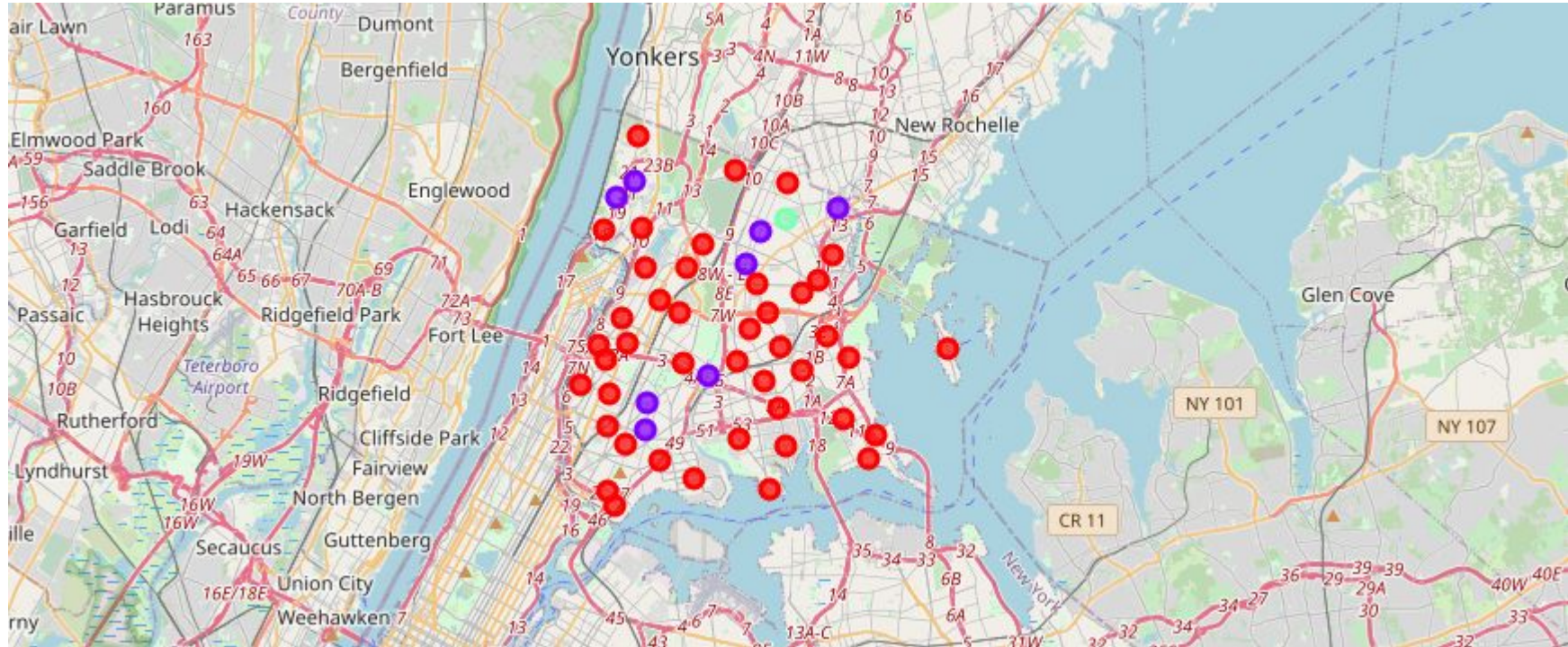- List of venues is provided by the Foursquare API.

Map of NYC with neighborhoods

Map of The Bronx borough with neighborhoods

Clusters visualized

Conclusion

- Cluster 1 is the most suitable, having neighborhoods with a diverse food, arts and entertainment scene.
- Future directions:

  *Include more data: average cost of real estate for each neighborhood, characteristics of the residents (age, average income etc.)