

# Capstone Project

Selecting the best option to open a Sushi Bar in Manhattan, New York.

The Battle of Neighborhoods'

## Introduction

The City of New York is famous for its excellent cuisine. Its food culture includes an array of international cuisines influenced by the city's immigrant history.

Sushi bars have become so popular in the United States, now it seems that there is one on every corner, not only in major cities but also in smaller cities. Starting a Sushi bar can be a great business opportunity, but you need to distinguish yourself from others to enjoy long-term success.

## Business Problem

I want to open my business in Manhattan area, keeping in view, I define potential neighbourhood based on the number of Sushi bars which are operating right in each neighbourhood. Manhattan has full potential but also is a very challenging district to open a business because of high competition. New Sushi bar should be open in an area that inadequate neighbourhood in this way my Sushi bar can attract more customers. Therefore, this analysis is necessary to ensure that we will have enough customers and that we will not so close to other Sushi bars.

## Target Audience

This project is particularly useful to new / young entrepreneurs' who want to open or invest something in 24/7 running business. Food business remained open in COVID-19 pandemic, and particularly in the fast life of New York its golden investment to serve something to eat with in no time.

## DATA SECTION

### Data Selection

- To identify the characteristics of our competitors' venues in Manhattan, we would first need to find out the number of Sushi bars in Manhattan currently and their location.
- We then used Google Map API to find their geographic coordinates based on their postal code addresses.
- In Manhattan, there are 1763 Sushi bars are currently operating.
- [https://geo.nyu.edu/catalog/nyu\\_2451\\_34572](https://geo.nyu.edu/catalog/nyu_2451_34572) (1763, 7)
- Next, we also used Google Map API to find their geographic coordinates of the 5 locations shortlisted for our Sushi bar;

	Neighborhood	Neighborhood Latitude	Neighborhood Longitude	Venue	Venue Latitude	Venue Longitude	Venue Category
0	Fieldston	40.895437	-73.905643	Asian Tokyo	40.890839	-73.898335	Sushi Restaurant
1	Fieldston	40.895437	-73.905643	Yokohama	40.887214	-73.904708	Sushi Restaurant
2	Riverdale	40.890834	-73.912585	Planet Tokyo	40.886158	-73.909615	Sushi Restaurant
3	Riverdale	40.890834	-73.912585	Yokohama	40.887214	-73.904708	Sushi Restaurant
4	Kingsbridge	40.881687	-73.902818	Yokohama	40.887214	-73.904708	Sushi Restaurant

Table 2: Data frame containing geographic coordinates of our 5 shortlisted locations

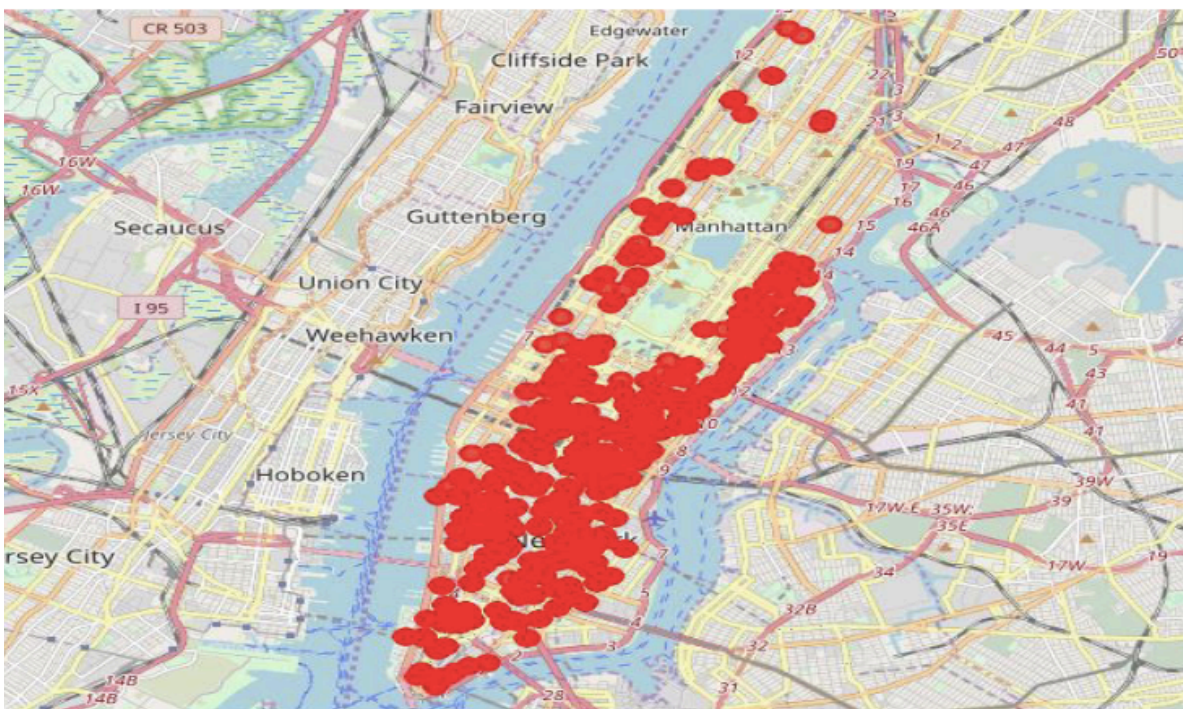
## Methodology

- Addresses are converted into their equivalent latitude and longitude values.
- Foursquare API is used to explore neighbourhoods' in Manhattan, New York.
- After that, explore function to get Sushi bar categories in each neighbourhood.

	Neighborhood	Asian Restaurant	Bakery	Chinese Restaurant	Cocktail Bar	Deli / Bodega	Grocery Store	Hawaiian Restaurant	Japanese Restaurant	Noodle House	Poke Place	Ramen Restaurant	Restaurant	Sake Bar
0	Marble Hill	0	0	0	0	0	0	0	0	0	0	0	0	0
1	Chinatown	0	0	0	0	0	0	0	0	0	0	0	0	0
2	Chinatown	0	0	0	0	0	0	0	1	0	0	0	0	0
3	Chinatown	0	0	0	0	0	0	0	0	0	0	0	0	0
4	Chinatown	0	0	0	0	0	0	0	0	0	0	0	0	0

Table 3: Data frame containing counts of neighborhood.

\* Sushi bars in Manhattan



- Then using this feature to group the neighbourhoods into clusters K-means clustering algorithm will be used to complete this task. And also, the Folium library to visualize the neighbourhoods' in Manhattan and its emerging clusters.

	Neighborhood	1st Most Common Venue	2nd Most Common Venue	3rd Most Common Venue	4th Most Common Venue	5th Most Common Venue	6th Most Common Venue	7th Most Common Venue	8th Most Common Venue	9th Most Common Venue
0	Annadale	Sushi Restaurant	Vegetarian / Vegan Restaurant	Korean Restaurant	Bakery	Bubble Tea Shop	Burger Joint	Café	Chinese Restaurant	Cocktail Bar
1	Arden Heights	Sushi Restaurant	Vegetarian / Vegan Restaurant	Korean Restaurant	Bakery	Bubble Tea Shop	Burger Joint	Café	Chinese Restaurant	Cocktail Bar
2	Astoria	Sushi Restaurant	Asian Restaurant	Japanese Restaurant	Korean Restaurant	Bakery	Bubble Tea Shop	Burger Joint	Café	Chinese Restaurant
3	Astoria Heights	Sushi Restaurant	Vegetarian / Vegan Restaurant	Korean Restaurant	Bakery	Bubble Tea Shop	Burger Joint	Café	Chinese Restaurant	Cocktail Bar
4	Auburndale	Sushi Restaurant	Vegetarian / Vegan Restaurant	Korean Restaurant	Bakery	Bubble Tea Shop	Burger Joint	Café	Chinese Restaurant	Cocktail Bar

## Results

- Using K-mean to clustering data area with less number of Sushi bars;

### Cluster 0

	Borough	Neighborhood	Latitude	Longitude	Cluster Labels	1st Most Common Venue	2nd Most Common Venue	3rd Most Common Venue	4th Most Common Venue	5th Most Common Venue	6th Most Common Venue	7th Most Common Venue	8th Most Common Venue	9th Most Common Venue	C
0	Manhattan	Marble Hill	40.876551	-73.910660	0	Sushi Restaurant	Vegetarian / Vegan Restaurant	Korean Restaurant	Bakery	Bubble Tea Shop	Burger Joint	Café	Chinese Restaurant	Cocktail Bar	
1	Manhattan	Chinatown	40.715618	-73.994279	0	Sushi Restaurant	Japanese Restaurant	Vegetarian / Vegan Restaurant	Korean Restaurant	Bakery	Bubble Tea Shop	Burger Joint	Café	Chinese Restaurant	
2	Manhattan	Washington Heights	40.851903	-73.936900	0	Sushi Restaurant	Vegetarian / Vegan Restaurant	Korean Restaurant	Bakery	Bubble Tea Shop	Burger Joint	Café	Chinese Restaurant	Cocktail Bar	
3	Manhattan	Inwood	40.867684	-73.921210	0	Sushi Restaurant	Vegetarian / Vegan Restaurant	Korean Restaurant	Bakery	Bubble Tea Shop	Burger Joint	Café	Chinese Restaurant	Cocktail Bar	
4	Manhattan	Hamilton Heights	40.823604	-73.949688	0	Sushi Restaurant	Vegetarian / Vegan Restaurant	Korean Restaurant	Bakery	Bubble Tea Shop	Burger Joint	Café	Chinese Restaurant	Cocktail Bar	

### Cluster 1

```
manhattan_merged.loc[manhattan_merged['Cluster Labels'] == 1, manhattan_merged.columns[[1] + list(range(5, manhattan_merged.shape[1]))]]
```

	Neighborhood	1st Most Common Venue	2nd Most Common Venue	3rd Most Common Venue	4th Most Common Venue	5th Most Common Venue	6th Most Common Venue	7th Most Common Venue	8th Most Common Venue	9th Most Common Venue	10th Most Common Venue
1	Chinatown	Sushi Restaurant	Japanese Restaurant	Vegetarian / Vegan Restaurant	Noodle House	Bakery	Chinese Restaurant	Cocktail Bar	Deli / Bodega	Grocery Store	Hawaiian Restaurant
18	Greenwich Village	Sushi Restaurant	Japanese Restaurant	Sake Bar	Grocery Store	Vegetarian / Vegan Restaurant	Noodle House	Bakery	Chinese Restaurant	Cocktail Bar	Deli / Bodega
19	East Village	Sushi Restaurant	Japanese Restaurant	Vegetarian / Vegan Restaurant	Noodle House	Bakery	Chinese Restaurant	Cocktail Bar	Deli / Bodega	Grocery Store	Hawaiian Restaurant
20	Lower East Side	Sushi Restaurant	Japanese Restaurant	Vegetarian / Vegan Restaurant	Noodle House	Bakery	Chinese Restaurant	Cocktail Bar	Deli / Bodega	Grocery Store	Hawaiian Restaurant
21	Tribeca	Sushi Restaurant	Noodle House	Japanese Restaurant	Theme Restaurant	Vegetarian / Vegan Restaurant	Bakery	Chinese Restaurant	Cocktail Bar	Deli / Bodega	Grocery Store
22	Little Italy	Sushi Restaurant	Japanese Restaurant	Noodle House	Vegetarian / Vegan Restaurant	Bakery	Chinese Restaurant	Cocktail Bar	Deli / Bodega	Grocery Store	Hawaiian Restaurant
23	Soho	Sushi Restaurant	Japanese Restaurant	Noodle House	Theme Restaurant	Vegetarian / Vegan Restaurant	Bakery	Chinese Restaurant	Cocktail Bar	Deli / Bodega	Grocery Store
31	NoHo	Sushi Restaurant	Japanese Restaurant	Vegetarian / Vegan Restaurant	Noodle House	Bakery	Chinese Restaurant	Cocktail Bar	Deli / Bodega	Grocery Store	Hawaiian Restaurant
32	Civic Center	Sushi Restaurant	Japanese Restaurant	Noodle House	Theme Restaurant	Vegetarian / Vegan Restaurant	Bakery	Chinese Restaurant	Cocktail Bar	Deli / Bodega	Grocery Store
35	Turtle Bay	Sushi Restaurant	Japanese Restaurant	Asian Restaurant	Steakhouse	Seafood Restaurant	Bakery	Chinese Restaurant	Cocktail Bar	Deli / Bodega	Grocery Store
36	Tudor City	Sushi Restaurant	Asian Restaurant	Japanese Restaurant	Vegetarian / Vegan Restaurant	Steakhouse	Smoothie Shop	Seafood Restaurant	Sandwich Place	Sake Bar	Restaurant
37	Stuyvesant Town	Sushi Restaurant	Japanese Restaurant	Vegetarian / Vegan Restaurant	Noodle House	Bakery	Chinese Restaurant	Cocktail Bar	Deli / Bodega	Grocery Store	Hawaiian Restaurant

Cluster 2

```
manhattan_merged.loc[manhattan_merged['Cluster Labels'] == 2, manhattan_merged.columns[[1] + list(range(5, manhattan_merged.shape[1]))]]
```

	Neighborhood	1st Most Common Venue	2nd Most Common Venue	3rd Most Common Venue	4th Most Common Venue	5th Most Common Venue	6th Most Common Venue	7th Most Common Venue	8th Most Common Venue	9th Most Common Venue	10th Most Common Venue
8	Upper East Side	Sushi Restaurant	Japanese Restaurant	Asian Restaurant	Grocery Store	Noodle House	Bakery	Chinese Restaurant	Cocktail Bar	Deli / Bodega	Hawaiian Restaurant
9	Yorkville	Sushi Restaurant	Japanese Restaurant	Asian Restaurant	Chinese Restaurant	Noodle House	Bakery	Cocktail Bar	Deli / Bodega	Grocery Store	Hawaiian Restaurant
10	Lenox Hill	Sushi Restaurant	Asian Restaurant	Japanese Restaurant	Grocery Store	Noodle House	Bakery	Chinese Restaurant	Cocktail Bar	Deli / Bodega	Hawaiian Restaurant
11	Roosevelt Island	Sushi Restaurant	Asian Restaurant	Japanese Restaurant	Noodle House	Bakery	Chinese Restaurant	Cocktail Bar	Deli / Bodega	Grocery Store	Hawaiian Restaurant
13	Lincoln Square	Sushi Restaurant	Japanese Restaurant	Smoothie Shop	Chinese Restaurant	Grocery Store	Vegetarian / Vegan Restaurant	Noodle House	Bakery	Cocktail Bar	Deli / Bodega
14	Clinton	Sushi Restaurant	Japanese Restaurant	Poke Place	Chinese Restaurant	Cocktail Bar	Asian Restaurant	Seafood Restaurant	Sandwich Place	Sake Bar	Restaurant
15	Midtown	Sushi Restaurant	Asian Restaurant	Japanese Restaurant	Seafood Restaurant	Ramen Restaurant	Bakery	Vegetarian / Vegan Restaurant	Sandwich Place	Sake Bar	Restaurant
16	Murray Hill	Sushi Restaurant	Japanese Restaurant	Asian Restaurant	Restaurant	Bakery	Chinese Restaurant	Ramen Restaurant	Vegetarian / Vegan Restaurant	Sake Bar	Sandwich Place
17	Chelsea	Sushi Restaurant	Japanese Restaurant	Asian Restaurant	Vegetarian / Vegan Restaurant	Smoothie Shop	Seafood Restaurant	Sandwich Place	Sake Bar	Restaurant	Ramen Restaurant
24	West Village	Sushi Restaurant	Japanese Restaurant	Vegetarian / Vegan Restaurant	Sake Bar	Grocery Store	Asian Restaurant	Sandwich Place	Seafood Restaurant	Restaurant	Ramen Restaurant
25	Manhattan Valley	Sushi Restaurant	Hawaiian Restaurant	Japanese Restaurant	Vegetarian / Vegan Restaurant	Noodle House	Bakery	Chinese Restaurant	Cocktail Bar	Deli / Bodega	Grocery Store
27	Gramercy	Sushi Restaurant	Japanese Restaurant	Vegetarian / Vegan Restaurant	Chinese Restaurant	Noodle House	Bakery	Cocktail Bar	Deli / Bodega	Grocery Store	Hawaiian Restaurant
28	Battery Park City	Sushi Restaurant	Japanese Restaurant	Noodle House	Theme Restaurant	Vegetarian / Vegan Restaurant	Bakery	Chinese Restaurant	Cocktail Bar	Deli / Bodega	Grocery Store
29	Financial District	Sushi Restaurant	Japanese Restaurant	Vegetarian / Vegan Restaurant	Noodle House	Bakery	Chinese Restaurant	Cocktail Bar	Deli / Bodega	Grocery Store	Hawaiian Restaurant
30	Carnegie Hill	Sushi Restaurant	Japanese Restaurant	Asian Restaurant	Chinese Restaurant	Noodle House	Bakery	Cocktail Bar	Deli / Bodega	Grocery Store	Hawaiian Restaurant
33	Midtown South	Sushi Restaurant	Asian Restaurant	Japanese Restaurant	Restaurant	Bakery	Chinese Restaurant	Ramen Restaurant	Vegetarian / Vegan Restaurant	Sake Bar	Sandwich Place

Cluster 3

```
manhattan_merged['Cluster Labels'] == 3, manhattan_merged.columns[[1] + list(range(5, manhattan_merged.shape[1]))]]
```

	1st Most Common Venue	2nd Most Common Venue	3rd Most Common Venue	4th Most Common Venue	5th Most Common Venue	6th Most Common Venue	7th Most Common Venue	8th Most Common Venue
1	Japanese Restaurant	Japanese Restaurant	Asian Restaurant	Grocery Store	Noodle House	Bakery	Chinese Restaurant	Cocktail Bar

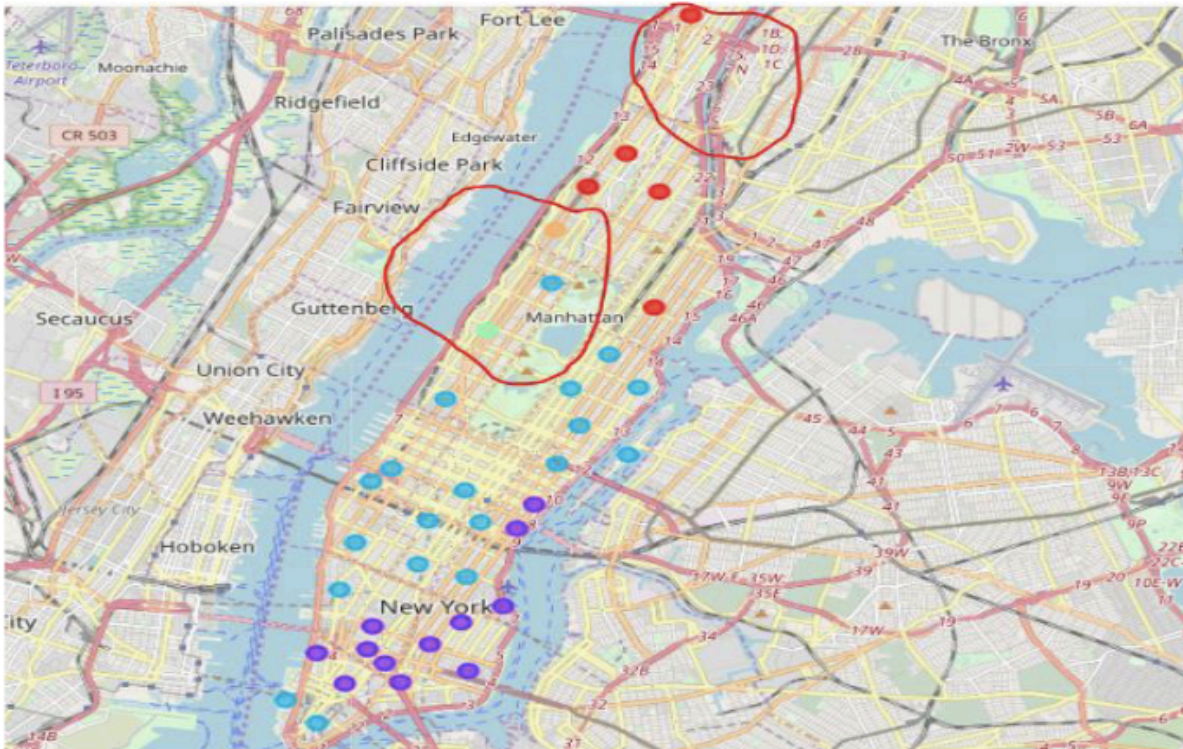
Cluster 4

```
manhattan_merged['Cluster Labels'] == 4, manhattan_merged.columns[[1] + list(range(5, manhattan_merged.shape[1]))]]
```

	1st Most Common Venue	2nd Most Common Venue	3rd Most Common Venue	4th Most Common Venue	5th Most Common Venue	6th Most Common Venue	7th Most Common Venue	8th Most Common Venue
1	Hawaiian Restaurant	Vegetarian / Vegan Restaurant	Noodle House	Bakery	Chinese Restaurant	Cocktail Bar	Deli / Bodega	Grocery Store



Based on dataframe analysis  
above Cluster 3 (Upper West  
Side ) and Cluster 4  
(Morningside Heights) areas  
are the best places to open a  
new sushi bar business.





## Discussion

- This analysis is performed on limited data, results may vary. But if good amount of data is available there is opportunity to get better results.
- There is high competition in Midtown and Soho so it is very risky to open business in these areas.
- Central Harlem has also potential where close to Morning side Heights area.
- More detailed analysis is suggested by adding other factors such as transportation, demographics of inhabitants, etc.

## Conclusion

- Although all of the goals of this project are met, there is definitely opportunity for further improvement.
- Apart, goals of the project, this can easily be extended into a fully functional application that could support the entrepreneurs' in opening a new business in an unknown location.