

Battles of the Neighborhood

1.) Introduction/Business Problem

New York is a city full of cultural and ethnical diversity. One part of this diversity also presents itself when it comes to food. In New York one can find all kinds and types of food such as Chinese, Indian, European, or Japanese food. Japanese sushi restaurants in particular have become extremely popular in New York and in the United States overall. Therefore, starting a sushi restaurant in New York can be a great business. However, the competition is fierce and therefore one needs to set himself apart from the competition.

This leads me to my Business problem at hand. I want to open my sushi restaurant in the Manhattan area since it's the absolute center of New York City. Therefore, I am trying to define potential neighborhoods in which are less sushi restaurants so that the competition is a little bit lower and my restaurant can attract more customers.

2.) Data

New York City consists of five boroughs and 306 neighborhoods. The goal is to segment and explore these neighborhoods. Therefore, a dataset containing the boroughs and its neighborhoods its necessary combined with latitude and longitude values of the neighborhoods. The needed dataset was available under <https://geo.nyu.edu/catalog/nyu>.

	Borough	Neighborhood	Latitude	Longitude
0	Bronx	Wakefield	40.894705	-73.847201
1	Bronx	Co-op City	40.874294	-73.829939
2	Bronx	Eastchester	40.887556	-73.827806
3	Bronx	Fieldston	40.895437	-73.905643
4	Bronx	Riverdale	40.890834	-73.912585

The Foursquare API will be used to explore neighborhoods in New York City. The geographical coordinates data will be used as an input for the Foursquare API.