

# The best place to start an ecuadorian restaurant

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# Introduction

- A family from Cuenca, a city of Ecuador, wants to live the American dream, for that reason they want to open a restaurant with traditional ecuadorian food. The main dish they want to offer in their menu is “cuy”.
- The main idea for this project is to analyze which neighborhood would have better profitability their idea. With data they want to know which neighborhood they should approach their restaurant, which want to open in NY, specific in Queens.



# Data

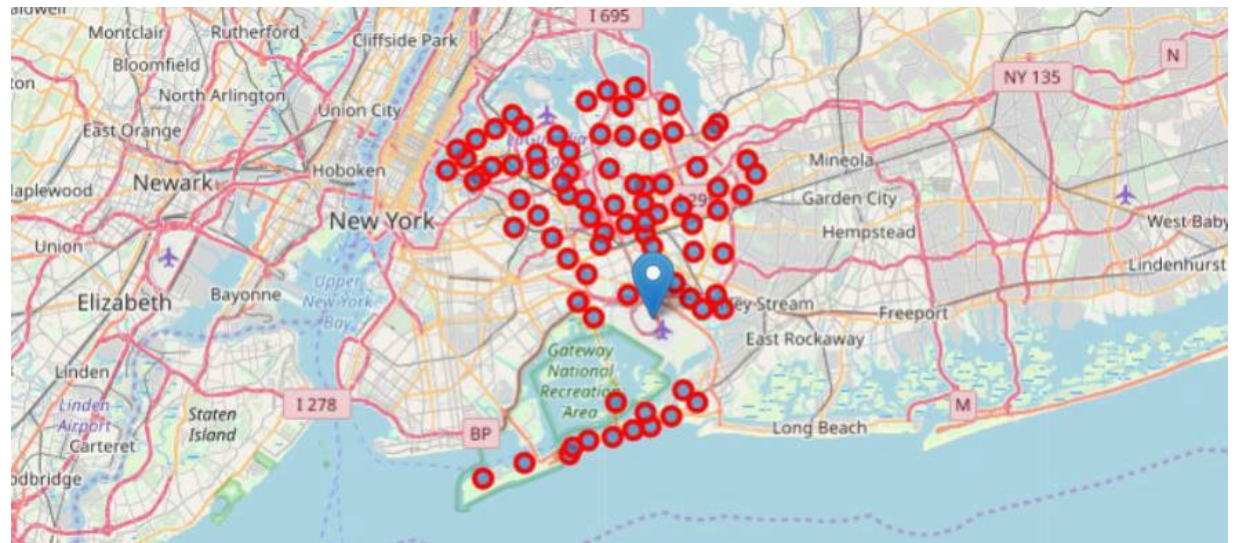
For this project I will use:

- ❑ Query the Foursquare website for the neighborhoods of New York where lives Latin people.
- ❑ New York neighborhood.
- ❑ Number of restaurants in the neighborhood.

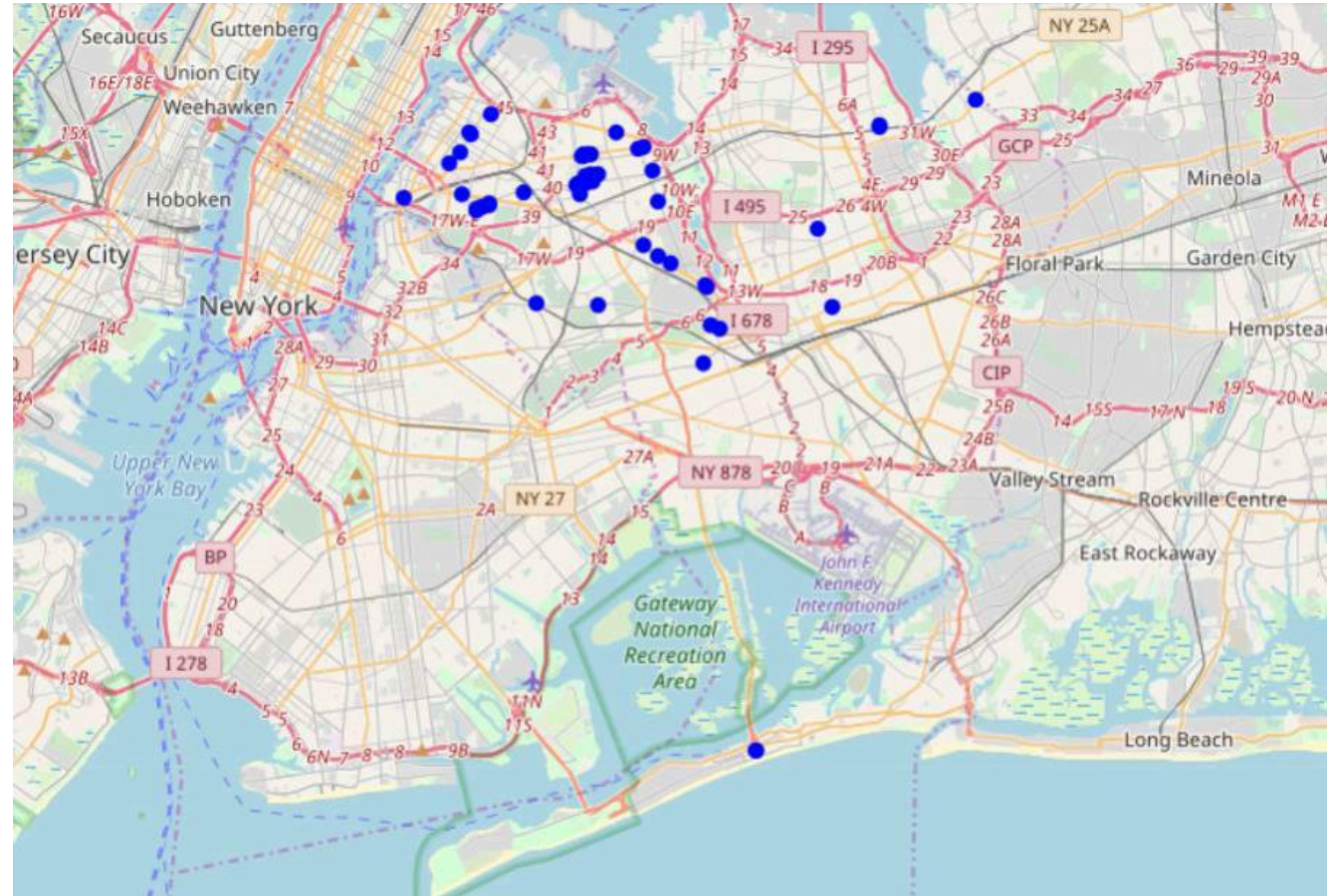
# Extracting Neighborhoods

	Borough	Neighborhood	Latitude	Longitude
129	Queens	Astoria	40.768509	-73.915654
130	Queens	Woodside	40.746349	-73.901842
131	Queens	Jackson Heights	40.751981	-73.882821
132	Queens	Elmhurst	40.744049	-73.881656
133	Queens	Howard Beach	40.654225	-73.838138

# Queens neighborhoods



# Latin American restaurants

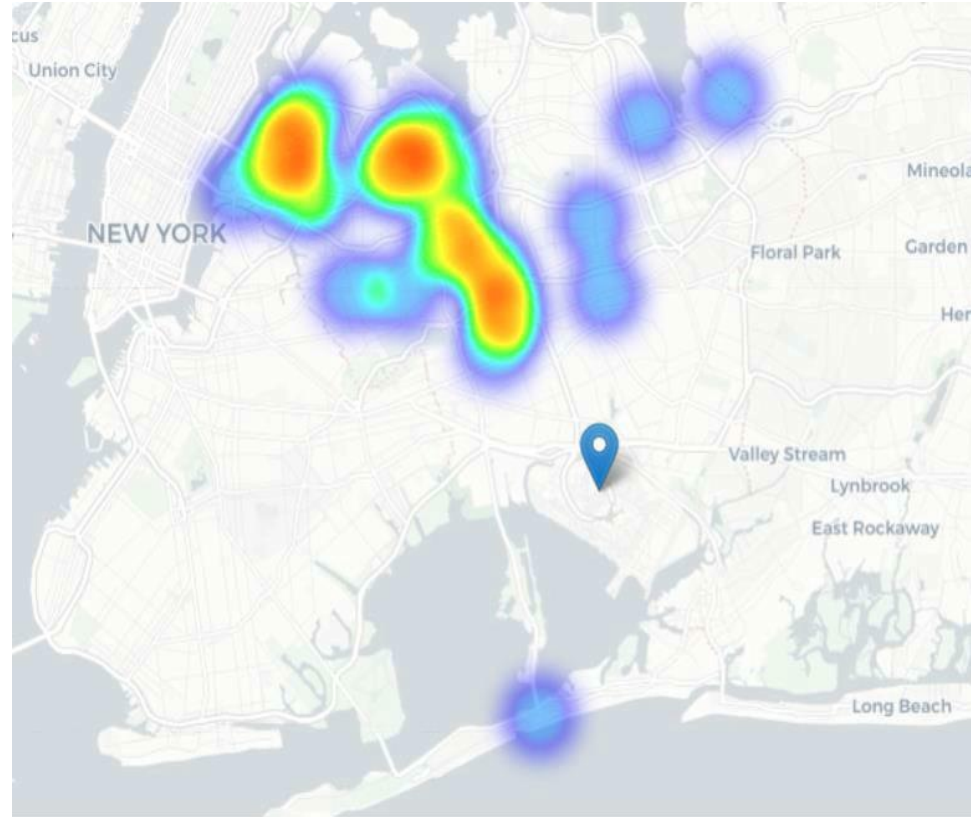




# Methodology

For this project I will focus my efforts on detecting areas of Queen that have low Latin restaurant density. First, we collected data of Latin restaurants thanks to Foursquare. Next, we will calculate the area that is close to center with no Latin restaurant.

# Heat map of Latin American restaurants in Queens





## Discussion

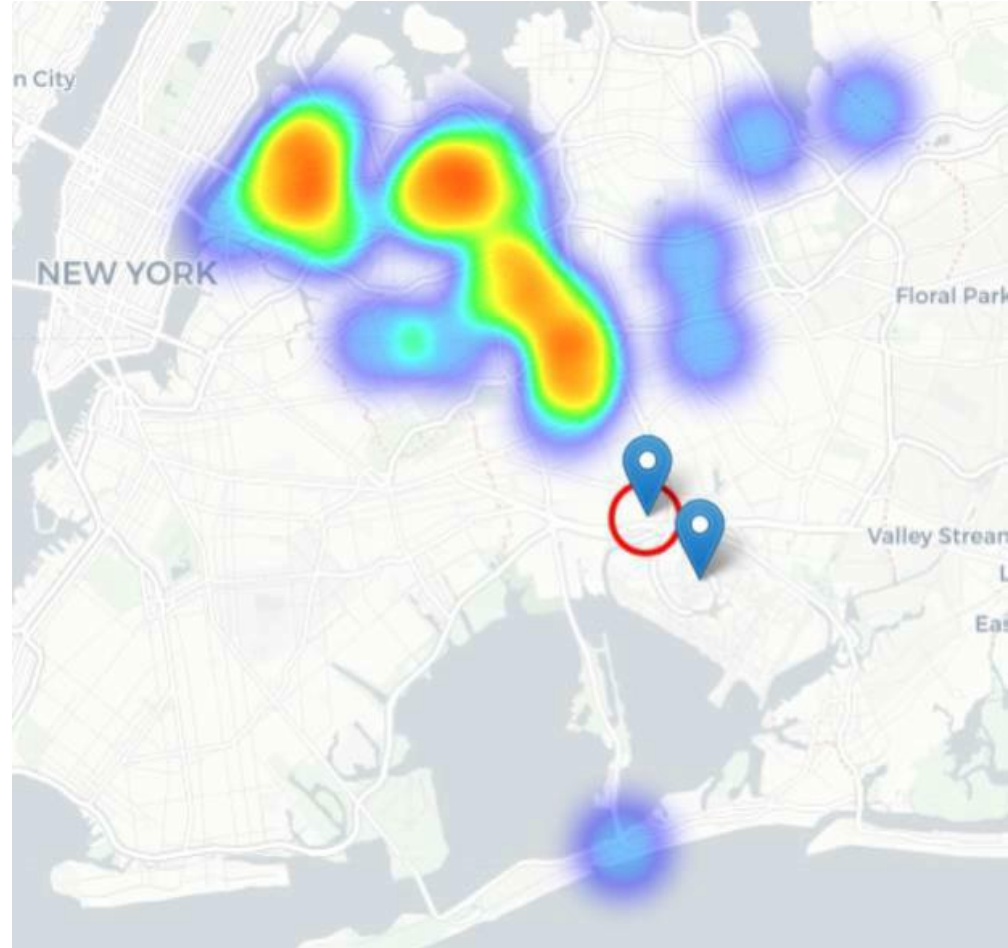
The analysis show us that there are 53 Latin restaurants in Queens. From the heat map it is observed that most of these restaurants are located far from the center of Queens.

To determine which is the best place

for the Ecuadorian restaurant, the data frame was filtered through neighborhoods that do not have any Latin restaurants nearby. Of these neighborhoods the one that

is closest to the city center is the South Ozaka Park neighborhood, which is marked with a circle of red on the heat map.

# Results



# Conclusion

From the data obtained in this project it can be determined that the best neighborhood to start an ecuadorian restaurant is South Ozaka Park, because there is no competition and it is close to the city center.

The background features a series of concentric circles in light gray, some solid and some dashed, creating a ripple effect. Centered on this background is a large red speech bubble with a pointed bottom. Inside the bubble, the words "Thank you" are written in a white, sans-serif font.

Thank you