Opening a Mexican Restaurant in

New York, New York

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IBM Data Science Capstone

Introduction

Boasting a population of over 1.6 million people, the island of Manhattan is the most densely population place in the United States. With this many people, commerce is constant, as are its denizens’ appetites. Because of its popularity as a food option, this project will seek to determine an ideal neighborhood to open a Mexican restaurant in Manhattan for a prospective restaurant owner.

The island of Manhattan is divided into 40 distinct neighborhoods, each with its own distinct identity based on the shops, restaurants, and activity within their borders. By utilizing data from Foursquare, a crowdsourced database of venues and locations, an ideal neighborhood to open a Mexican restaurant will be determined.

Data

Borough data has been provided by the [NYU Spatial Data Repository](https://geo.nyu.edu/catalog/nyu_2451_34572). This data provides a spatial understanding of the borough borders of New York and will be used to determine in what New York neighborhood a restaurant resides.

Restaurant data is generated from the [Foursquare Developer Portal](https://developer.foursquare.com/) utilizing the Foursquare API. This data will be used to determine the frequency of Mexican restaurants in a given neighborhood as a percentage of the total number of restaurants identified by Foursquare in that neighborhood.

Methodology

(To be completed in week 2)

Results

(To be completed in week 2)

Discussion

(To be completed in week 2)

Conclusion

(To be completed in week 2)