



# Opening an Ethnical Japanese Restaurant in New York

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The background of the slide is a grayscale photograph of ocean waves crashing, creating a textured, foamy surface. The waves are moving from the top left towards the bottom right.

# 1

## 1 |

- Business Problem
- Data
- Methodology

# I Business Problem



The objective of this Capstone project is to analyze and select the best locations in the city of New York to open a new Japanese restaurant. Using Data Science methodology and instruments such as Data Analysis and Visualization, this project aims to provide solutions to answer the business question: Where in the city of New York, should the investor open a Japanese Restaurant?



# I Data



## Data required

- List of borough and neighborhoods of New York
- Latitude and longitude coordinates of those neighborhoods
- Venue data, particularly data related to restaurants

## Data Source

- Open source dataset of New York:  
[https://cocl.us/new\\_york\\_dataset](https://cocl.us/new_york_dataset)
- Geocoder package for latitude and longitude coordinates
- Foursquare API for venue data

# I Methodology



- Collect the data from [https://cocl.us/new\\_york\\_dataset](https://cocl.us/new_york_dataset).  
Clean and process the data into a dataframe
- Using FourSquare, locate all venues and then filter by Japanese restaurants. Ratings, tips, and likes by users will be counted and added to the dataframe
- Sort the data based on rankings.
- Visually assess the data be will be using graphing from Python libraries



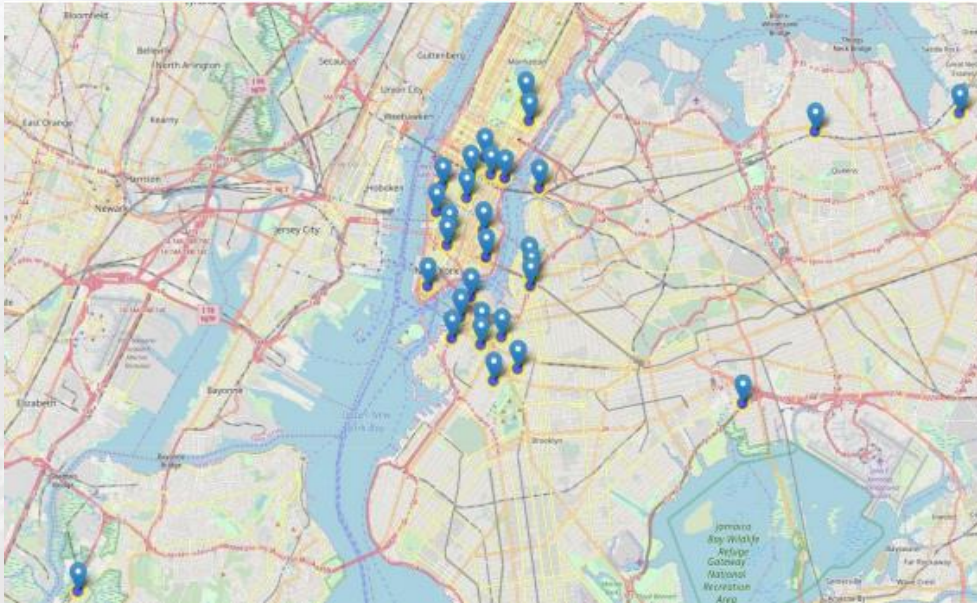


2

2 |

Results

# I Results



- Manhattan has the highest number of Japanese restaurants comparing to the other boroughs
- Manhattan has the highest average rating for Japanese Restaurants
- Two neighborhoods with the highest average rating for Japanese Restaurants are Cobble Hill and North Side (both located in Brooklyn)





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3 |

Discussion Section

# I Discussion Section



- Based on the results of our analysis, Manhattan and Brooklyn are the best locations for Japanese cuisine in NYC
- Brooklyn is a more promising place to open a new Japanese restaurant
- Neighborhoods Cobble Hill or in North Side are the best place in Brooklyn to open a new Japanese restaurant



The background of the slide is a grayscale photograph of ocean waves crashing against rocks. The water is turbulent, with white foam from the breaking waves contrasting against the darker, textured rocks. The perspective is from a low angle, looking out towards the sea.

# 4

4 | Conclusion

# I Conclusion

- Answer to business question: Where in the city of New York, should the investor open a Japanese Restaurant?
- Best rated Japanese Restaurant in NYC is OOTOYA Restaurant in Manhattan.
- The findings of this project may be used in real life to better understand the advantages and disadvantages of different New York neighborhoods/boroughs in terms of opening a Japanese restaurant.





THANKS