Coursera Capstone Project

Battle of Neighbourhoods

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Introduction: Business Problem

Abstract Idea   Indian cuisine is very coveted and sought after for the Indians residing in New York and this has led to the establishment of many restaurants serving Indian cuisine. The biggest problem that these Indian restaurants in New York face is the lack of easy availability of authentic raw materials to prepare the dishes, because Indian cuisine depends heavily on the availability of authentic raw materials. Due to lack of this, the Indian restaurants have to spend a substantial amount of money for the procurement of the raw materials which eats into their profits.

This project deals with the analysis of the Boroughs and Neighbourhoods of New York to find most efficient locations to set up stores that would supply raw materials for Indian restaurants, based on the density of already established Indian restaurants in those areas. The stores can be set up at convenient and strategic locations based on the insights provided by this project.

Target Audience: The primary target of this project are the companies that provide raw food materials to restaurants. They can greatly benefit from the insights provided by this project if they want to set up stores in New York.

Data Section

For this project, I have taken the data of the Boroughs and Neighbourhoods of New York from the link: https://cocl.us/new_york_dataset

I have used Foursquare API to get the list of Indian Restaurants in New York, along with their latitudes and longitudes.

I have got the Category ID of Indian Restaurants to be able to run my query in Foursquare API from the link: https://developer.foursquare.com/docs/build-with-foursquare/categories