Finding an ideal location for a restaurant in New York

Coursera Capstone Project

Introduction

The aim of this project is to help investors find a suitable location in New York to start a fine dining Restaurant. The location must fulfill the below 03 criteria:

1. The neighborhood and location should be in one of the 03 most highly populated boroughs in the City. The restaurant will focus on tourists & floating population to nearby attractions.
2. The investors plan to make this restaurant the most popular dining venue in the locality. So, the neighbourhood must not have another established restaurant which is already a top popular venue.
3. The neighborhood of the location must have at least one popular tourist spot or a destination which attracts a lot of traffic.

Population in Boroughs of New York

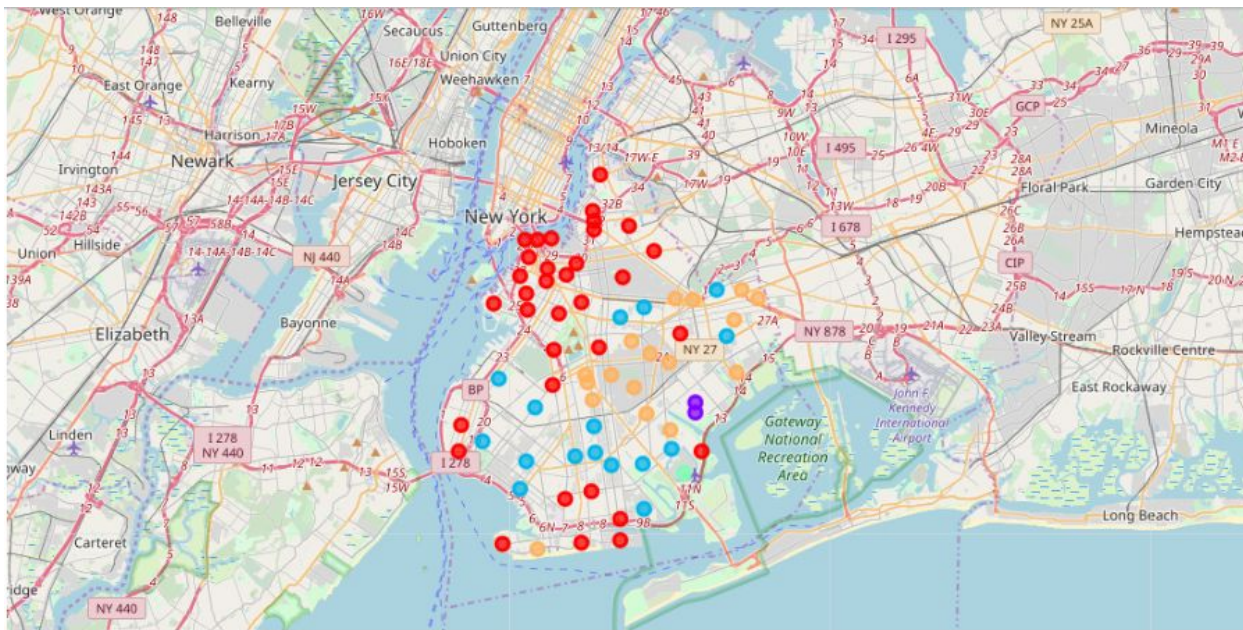| Borough	Year	FIPS County Code	Population
Bronx	76380	190	1385108
Brooklyn	102510	2397	2504700
Manhattan	58290	1769	1585873
Queens	116580	4698	2230722
Staten Island	38190	1615	468730

03 Boroughs with the highest population are considered for further analysis

Clustering of the Boroughs

K-means algorithm is used for clustering of the Boroughs based on the most common venues in each neighborhoods. Once it is done, one of the clusters are identified for further study.
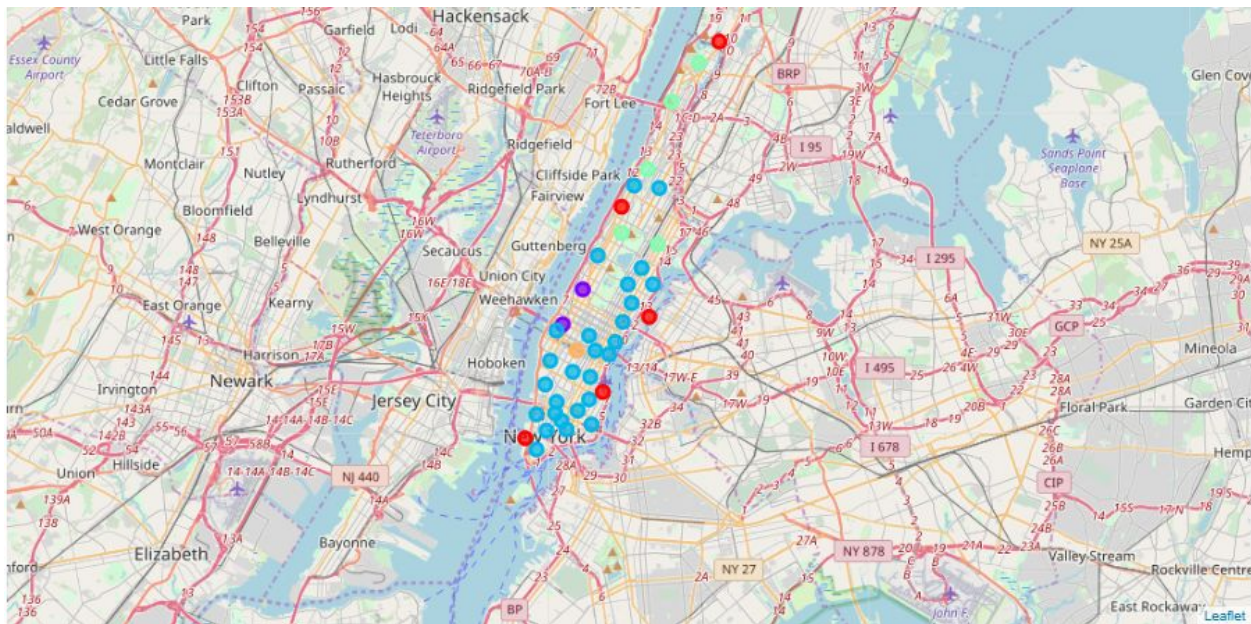
Clusters in Brooklyn

Clusters in Queens

Clusters in Manhattan

Locations suitable after analysis

Borough	Neighborhood	Reason
Brooklyn	Starrett City	The Neighborhood has a shopping mall, a supermarket and a river identified as the most common locations. Doesn't have any restaurants in the most popular locations category.
Queens	Breezy Point	Has a beach, a monument/landmark that attract traffic and also has an event space. Do not have any established restaurant identified as a popular destination.
Manhattan	Lincoln Square	Have a lot of attraction to generate tourist traffic and floating population, including Theaters, plaza, concert halls, performance art theatres etc.

Thank you