THE BATTLE OF NEIGHBORHOODS

WHERE IN NEW YORK CITY SHOULD WE OPEN AN ITALIAN RESTAURANT TO HAVE THE BEST CHANCE OF BEING SUCCESSFUL?

WHERE SHOULD WE GO IN NEW YORK CITY IF WE WANT GREAT ITALIAN FOOD?

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INTRODUCTION/BUSINESS PROBLEM

New York City's demographics show that it is a large and ethnically diverse metropolis, since many people from different cultural atmospheres have brought their families and dreams here, calling it home. And with it's diverse culture , comes diverse food items. There are many restaurants in New York City, each belonging to different categories like Chinese, Italian, French etc.

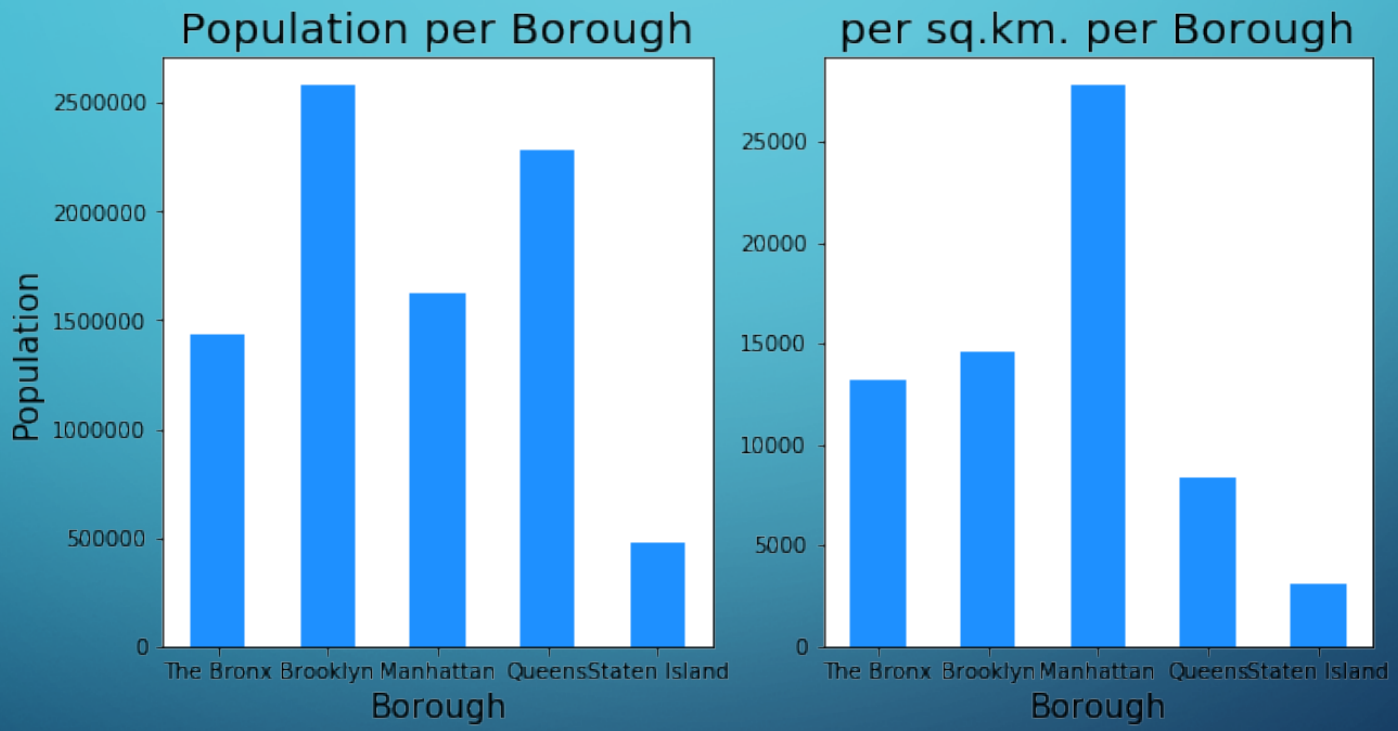
So as part of this project , we will list and visualize all major parts of New York City that has great Italian restaurants and attempt to answer the questions:

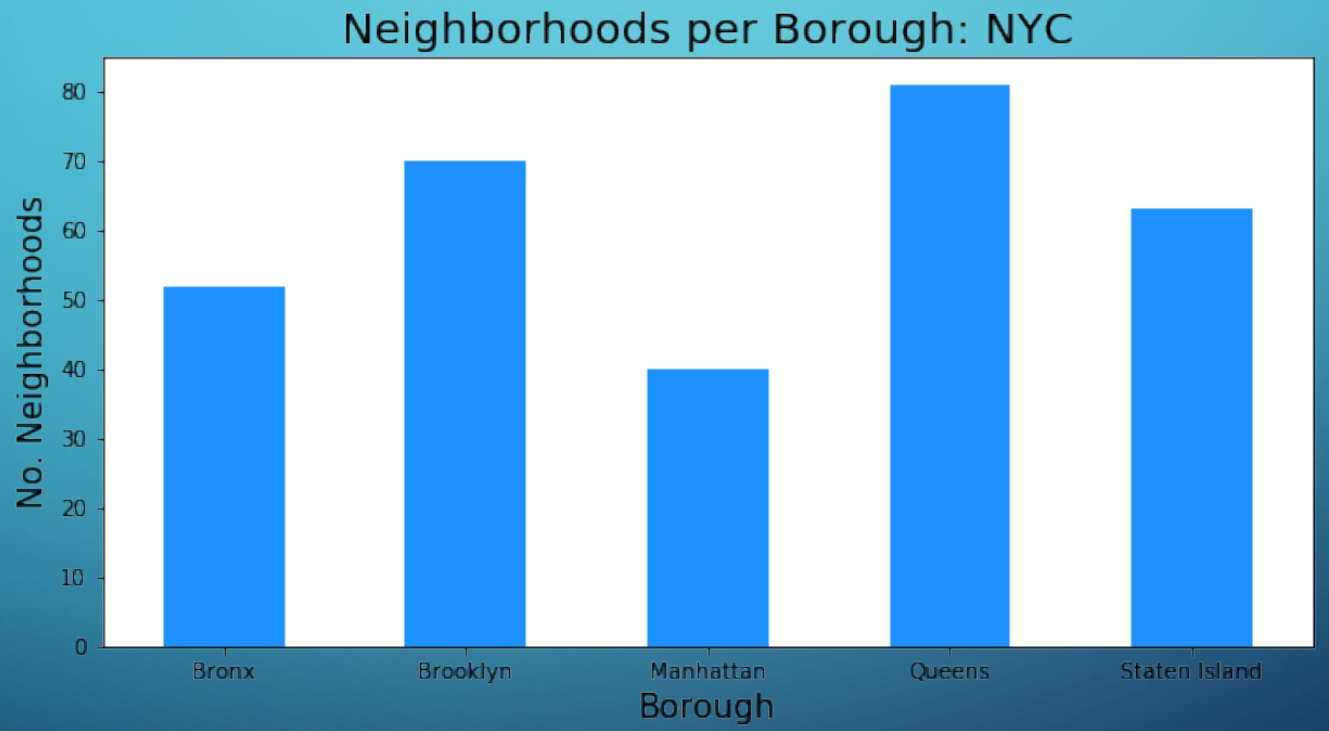
- Where in New York City should we open an Italian restaurant to have the best chance of being successful?
- Where should we go in New York City if we want great Italian food?

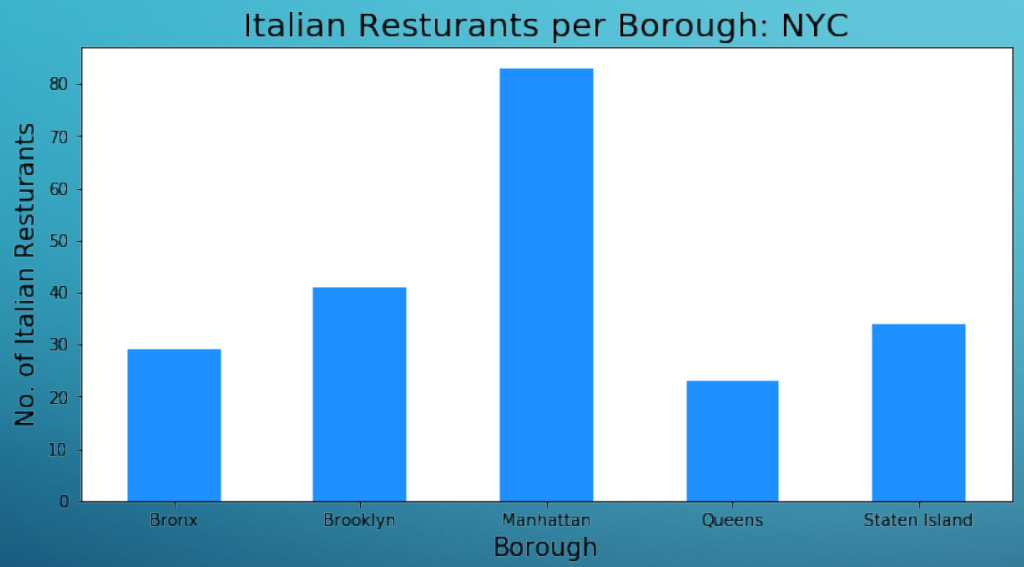
DATA ACQUISITION AND CLEANING

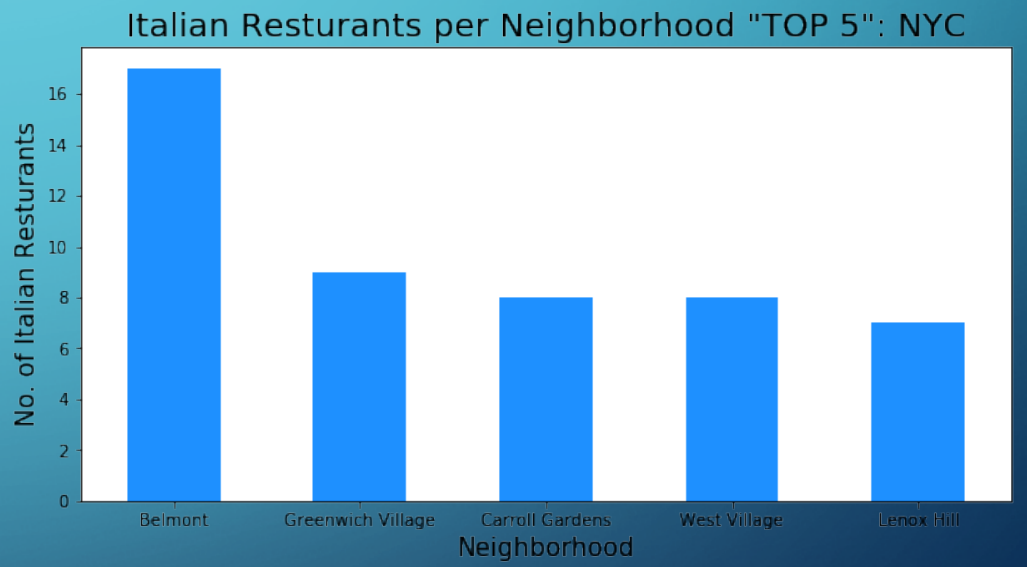
- New York neighborhood data from https://cocl.us/new_york_dataset
- New York population data from https://en.wikipedia.org/wiki/New_York_City
- Borough Boundaries data from https://data.cityofnewyork.us/City-Government/Borough-Boundaries/tqmj-j8zm
- Italian Cuisine related data from Foursquare
- Filter the data for the required data acquired from Foursqaure which is only about Italian Cuisine.
- Acquire the tips, likes and rating of every restaurant in the neighborhood of New York.
- Visualize the findings using Matplot lib and Folium for better understanding.

EXPLORATORY DATA ANALYSIS




Neighborhoods per Borough: NYC
No. Neighborhoods
0
10
20
30
40
50
60
70
80
Bronx
Brooklyn
Manhattan
Queens
Staten Island
Borough


Italian Resturants per Borough: NYC
No. of Italian Resturants
0
10
20
30
40
50
60
70
80
Bronx
Brooklyn
Manhattan
Queens
Staten Island
Borough

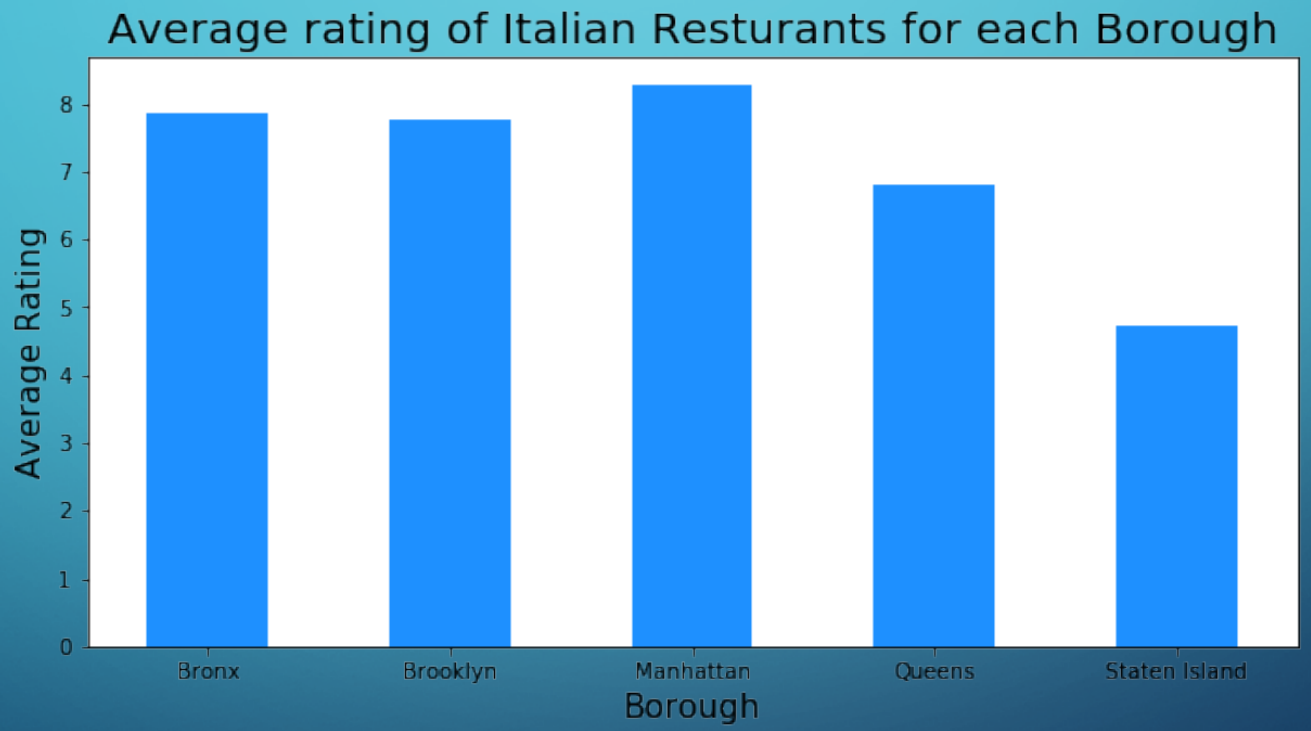

Italian Resturants per Neighborhood "TOP 5": NYC
No. of Italian Resturants
0
2
4
6
8
10
12
14
16
Belmont
Greenwich Village
Carroll Gardens
West Village
Lenox Hill
Neighborhood

ITALIAN RESTAURANT WITH MAXIMUM LIKES

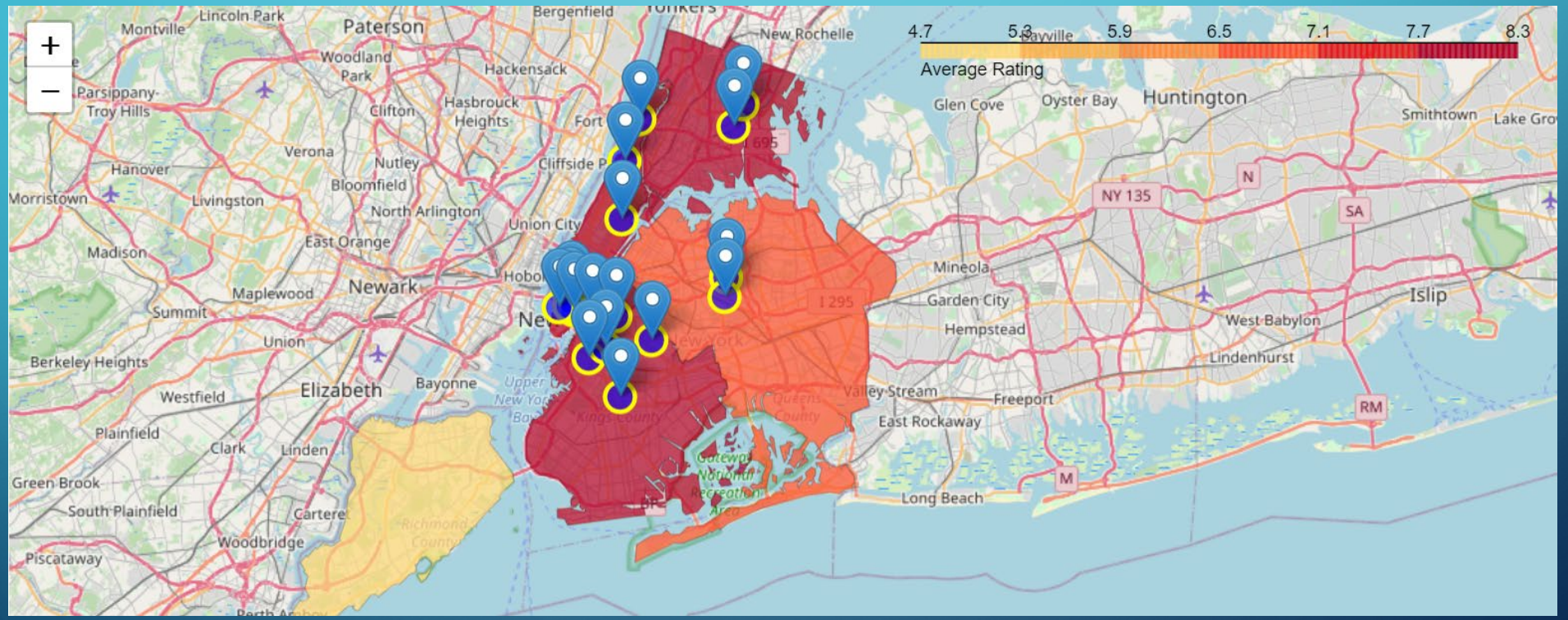
- Borough: Manhattan
- Neighborhood: Little Italy
- ID: 4cc6222106c25481d7a4a047
- Name: Rubirosa Ristorante
- Likes: 2491
- Rating: 9.3
- Tips: 824

ITALIAN RESTAURANT WITH HIGHEST RATING

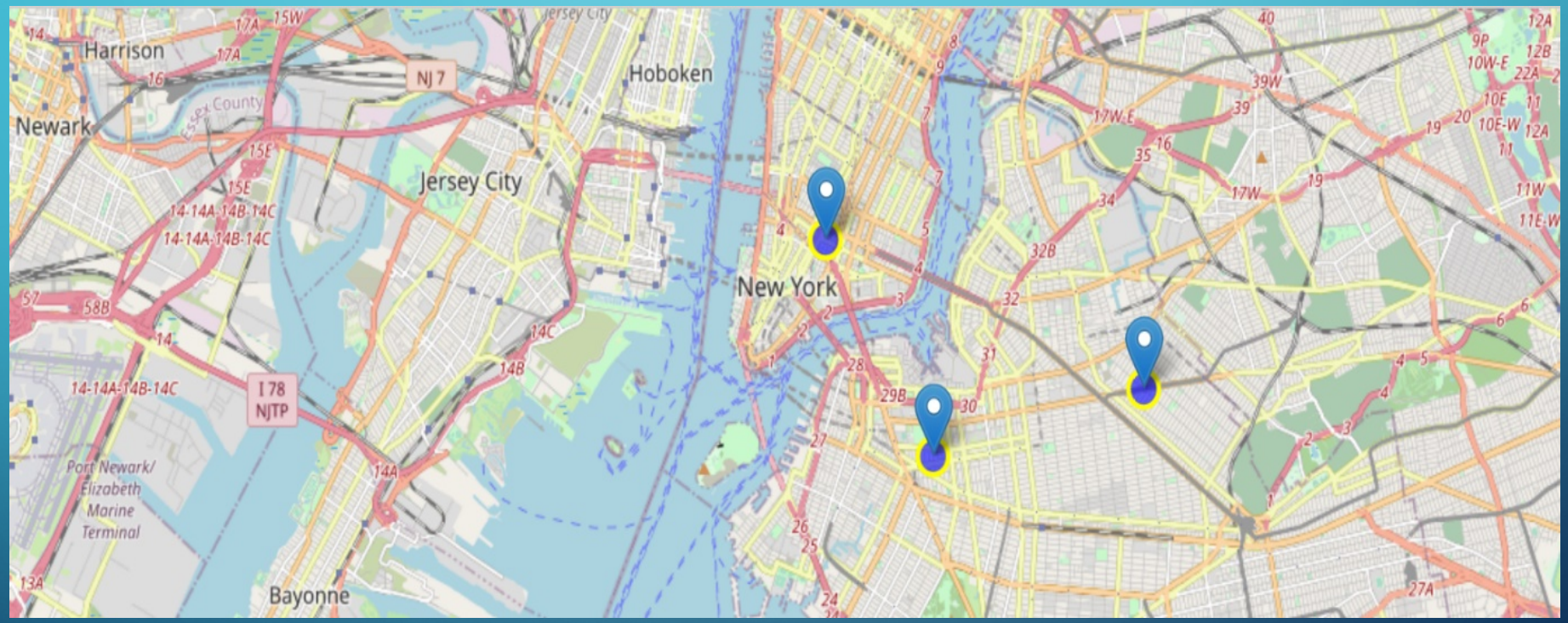
- Borough: Brooklyn
- Neighborhood: Bushwick
- ID: 5a98aed16a59506d7a60d67c
- Name: Carmenta's
- Likes: 56
- Rating: 9.5
- Tips: 21


Average rating of Italian Resturants for each Borough
Average Rating
0
1
2
3
4
5
6
7
8
Bronx
Brooklyn
Manhattan
Queens
Staten Island
Borough

NYC NEIGHBORHOODS AND BOROUGHS BASED ON AVERAGE RATING



TOP 3 RANKED ITALIAN RESTAURANTS IN NYC



RESULTS

Brooklyn and Queens are most populated, while Manhattan most dense boroughs in New York City. Manhattan and Bronx have the best rated Italian restaurants on average. Queens and Bronx have the least number of Italian restaurants per borough, however Belmont in Bronx is the neighborhood with the most Italian restaurants per neighborhood. Despite Manhattan having the least number of neighborhoods, it has the most Italian restaurants per borough, followed by Brooklyn. The best restaurant based on likes is in Little Italy, Manhattan, best restaurant based and rating in Bushwick, Brooklyn.

CONCLUSION

Based on information, I would state that Manhattan and Brooklyn are the best locations for Italian cuisine in New York. To have a best shot of success, I would open an Italian restaurant in Bronx, excluding Belmont neighborhood (as it has highest number of restaurants per neighborhood). Bronx has multiple neighborhoods with average rating exceeding 7.87, second highest in the City, and has least number of Italian restaurants, making competition easier that in other boroughs. Finally, for the best Italian meal, top 3 ranked restaurants are: Carmenta's (9.5) Bushwick, Brooklyn; Evelina Restaurant (9.4) Fort Greene, Brooklyn; Rubirosa Ristorante (9.3) Little Italy, Manhattan All of the above analysis is dependand on the accuracy of Forsquare data and ranked purely on basis of rating of restaurants.