

The background of the slide features a close-up of a hand with various colors of paint (blue, green, red, white) smeared on the palm and fingers. Overlaid on this is a dark blue background with white dashed lines forming a topographic map pattern. The main title is centered over the hand.

Where is the best place for a Latin-American based restaurant in NYC

+ Coursera Capstone Project

Restaurant location is important!

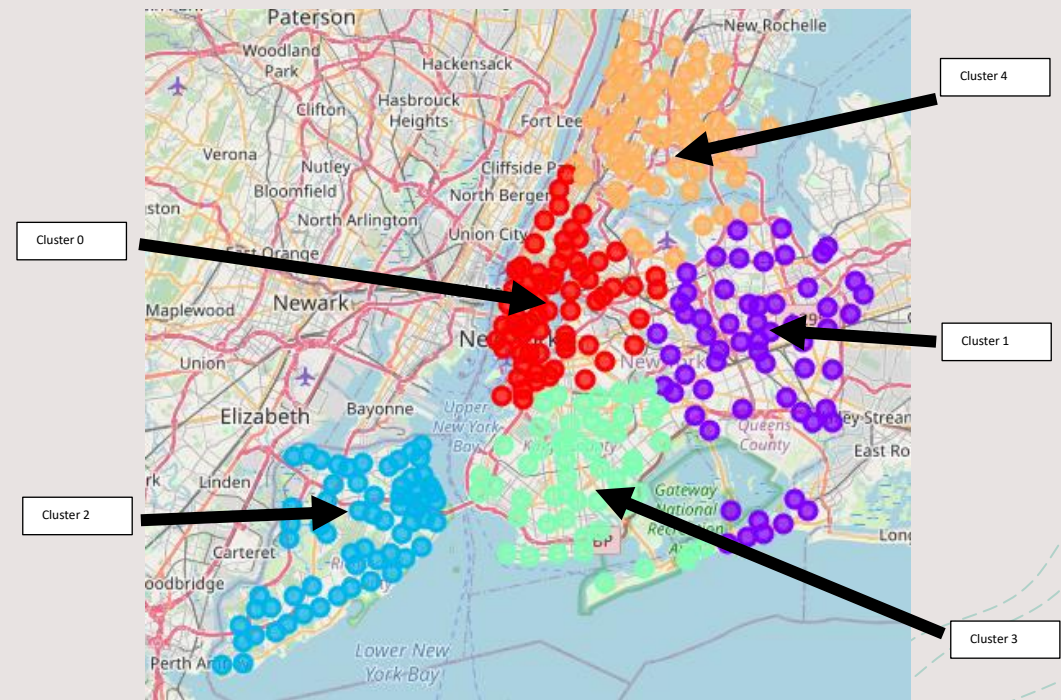
- + If you are in area where people do not go you will not have customers
- + If you are surrounded by people with the same cuisine it will saturate that cuisine in the area
- + Being in the right place helps build:
 - + Reputation
 - + Employee Skills
 - + Profit

Data

- + The data collected was provided by:
 - + IBM Coursera course
 - + Foursquare API
- + Break down NYC into 5 clusters
- + Identify what people eat in NYC
- + Which clusters are most popular food destinations
- + Identify favorite restaurants in top food destinations

Breakdown of Clusters in NYC

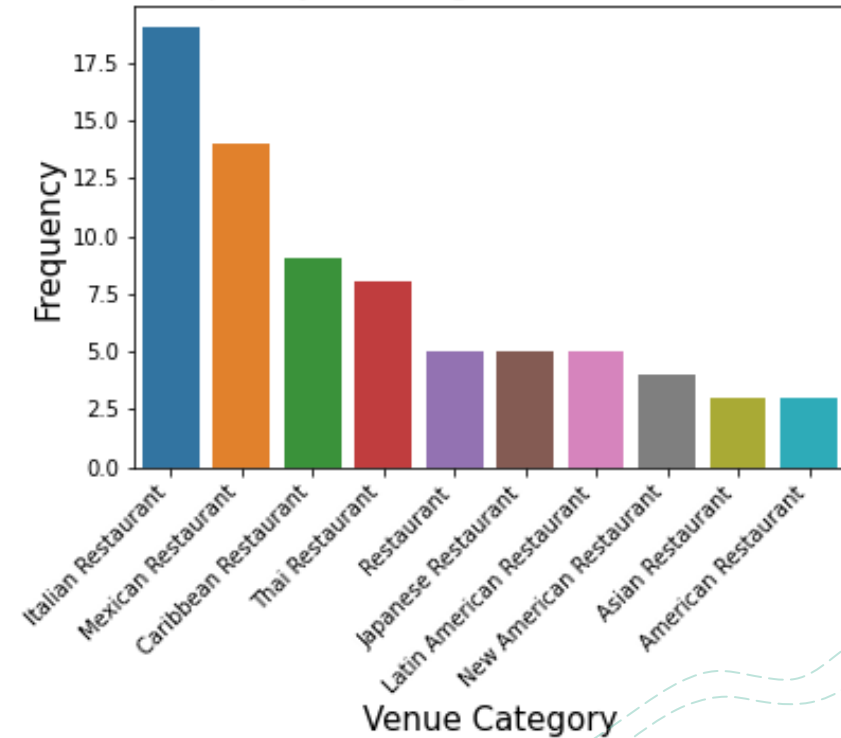
- + Clusters help identify which zones of NYC are most important to focus on
- + These clusters happen to match the 5 boroughs on NYC
- + Each cluster will appeal to a potentially different culture which is important to capture when creating a restaurant



Identify what people eat in NYC

- + To obtain the overall picture it is important to identify what is most popular in NYC
- + Mexican food is favorite which would suggest it is not oversaturated relative to other restaurants

10 Most Frequently Occuring Venues in 5 clusters of NY City



Which clusters are most popular food destinations

- + Cluster 1 and 3 have the most restaurants which would suggest they are popular food areas or areas which people live.
- + Important to identify to further understand where people are going out for food

	Cluster #	Number of Restaurants
1	Cluster 0	12
2	Cluster 1	27
3	Cluster 2	20
4	Cluster 3	26
5	Cluster 4	18

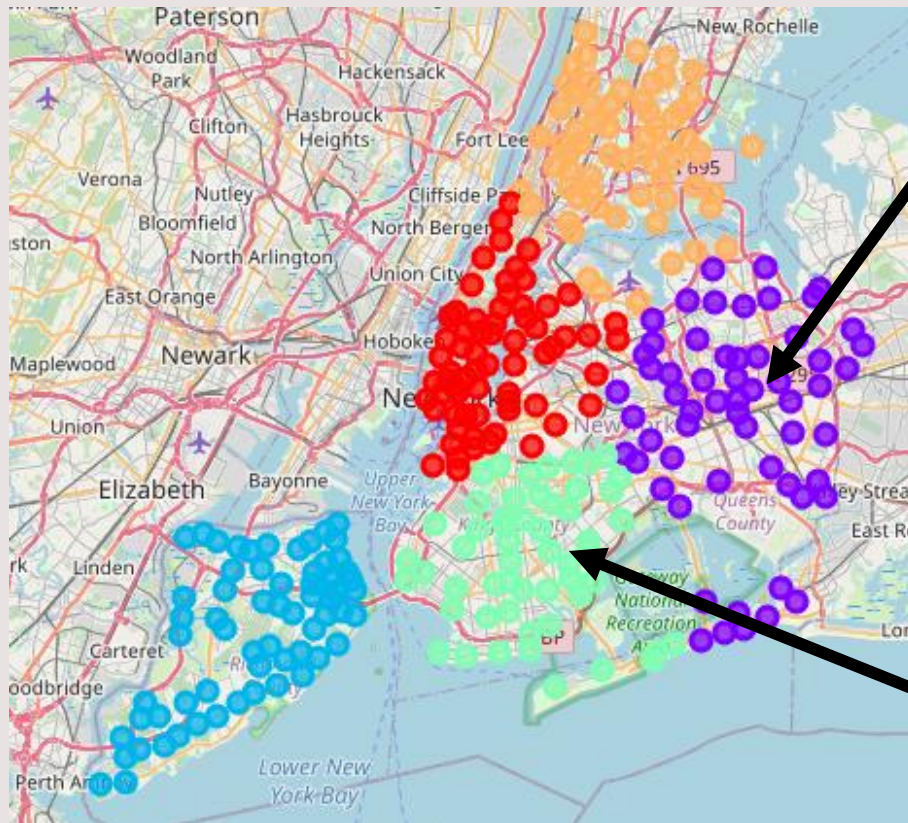
Identify favorite restaurants in top food destinations

- + Looking at top restaurants in specific clusters can help identify which clusters where Latin-American or Mexican cuisine where it may be preferred or there is too much competition
- + In the areas we are focusing on there seems to be a healthy amount of competition

Neighborhood		1st Most Common Venue	2nd Most Common Venue	3rd Most Common Venue	4th Most Common Venue	5th Most Common Venue
0	Cluster 0	Thai Restaurant	Italian Restaurant	Scandinavian Restaurant	Japanese Restaurant	Mediterranean Restaurant
1	Cluster 1	Caribbean Restaurant	Mexican Restaurant	Thai Restaurant	Greek Restaurant	Vegetarian / Vegan Restaurant
2	Cluster 2	Italian Restaurant	Restaurant	Japanese Restaurant	Indian Restaurant	Latin American Restaurant
3	Cluster 3	Caribbean Restaurant	Mexican Restaurant	American Restaurant	Thai Restaurant	Restaurant
4	Cluster 4	Italian Restaurant	Mexican Restaurant	Latin American Restaurant	Cuban Restaurant	Fast Food Restaurant

Results

- + The best places to open restaurant are identified below with what is already the most common restaurants there



Cluster	1
1st Most Common Venue	Caribbean Restaurant
2nd Most Common Venue	Mexican Restaurant
3rd Most Common Venue	Thai Restaurant
4th Most Common Venue	Greek Restaurant
5th Most Common Venue	Vegetarian / Vegan Restaurant

Cluster	3
1st Most Common Venue	Caribbean Restaurant
2nd Most Common Venue	Mexican Restaurant
3rd Most Common Venue	American Restaurant
4th Most Common Venue	Thai Restaurant
5th Most Common Venue	Restaurant

Conclusion

- + Cluster 1 and 3 seem to be the most popular for restaurants supporting they are common areas for food which would make for a good restaurant area. It also showed that Mexican cuisine was not one of the most popular which suggests that the placement of one would not congest the area with Mexican food but support it as it is still a common venue. After looking at those factors it would be deemed that either of these locations would be suitable for the placement of a Latin-American restaurant.