



Mexican Food in New York

Coursera Capstone - Battle of
Neighbourhoods





Introduction

- New York City's demographics show that it is a large and ethnically diverse metropolis. It is the largest city in the United States with a long history of international immigration. New York City was home to over 8.3 million people in 2019, accounting for over 40% of the population of New York State and a slightly lower percentage of the New York metropolitan area, home to approximately 23.6 million. Over the last decade the city has been growing faster than the region. The New York region continues to be by far the leading metropolitan gateway for legal immigrants admitted into the United States.

Problem

- Questions that will be answers at the end of this project:
- Which is the best location in New York City for Mexican Food?
- Which areas have potential Mexican Restaurant Market?
- Which all areas lack Mexican Restaurants?
- Which is the best place to stay if you prefer Mexican Food?





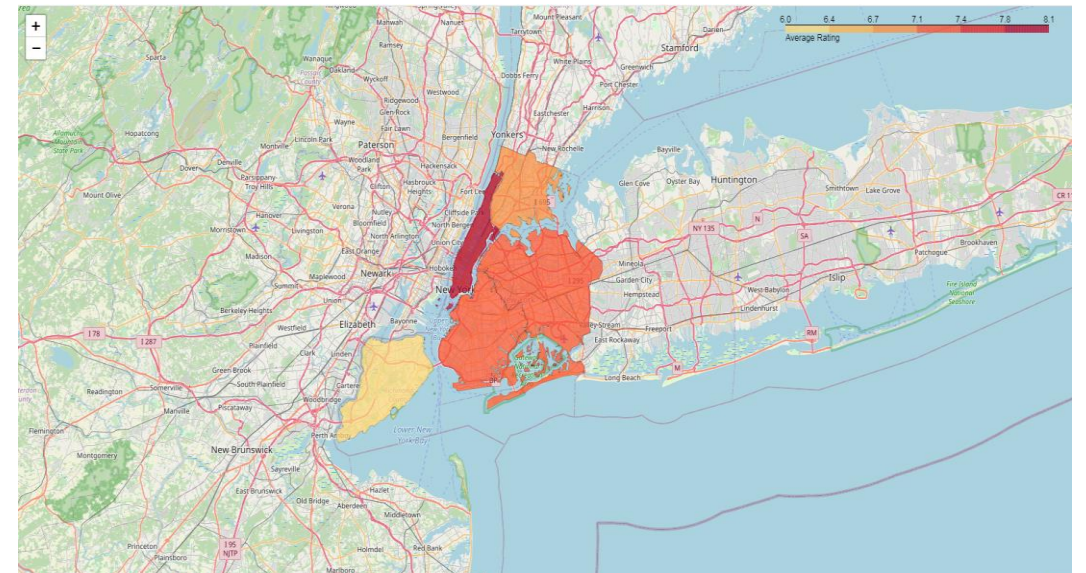
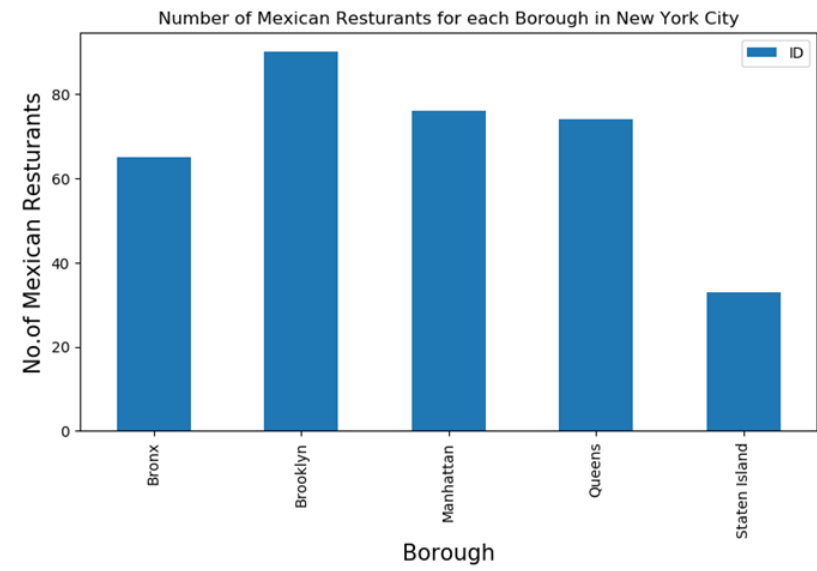
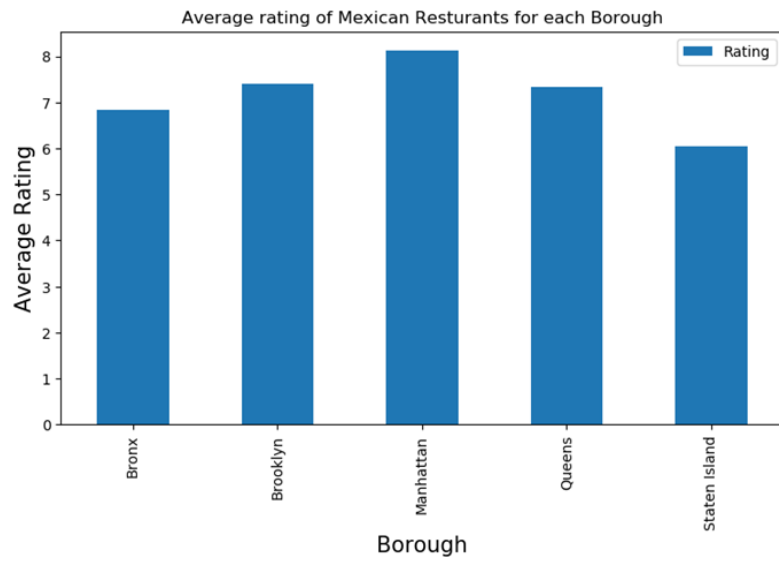
Data section

For this project we need the following data:

- New York City data that contains list Boroughs, Neighborhoods along with their latitude and longitude.
- Mexican restaurants in each neighborhood of New York City.
- GeoSpace data

Methodology

- We begin by collecting the New York city data from the following link https://cocl.us/new_york_dataset
- We will find all venues for each neighborhood using Foursquare API (306 Neighborhoods)
- We will then filter out all venues with Mexican restaurant for further analysis.
- Next using Foursquare API, we will find the Ratings, Tips, and Number of Likes for all the Mexican Restaurants.
- We will then sort Neighborhoods and Borough the data keeping Ratings as the constraint.
- Next, we will consider all the neighborhoods with average rating greater or equal 8.8 to visualize on map.
- I will join this dataset to original New York data to get longitude and latitude.
- Finally, we will visualize the Neighborhoods and Borough based on average rating using python's Folium library.



Results

1. Which are the best locations in New York City for Mexican Food?

A= East Village, Flatiron, Noho are some examples and most of the top rating neighborhoods are in Manhattan :D

2. Which areas have potential Mexican Restaurant Market?

A= Most of the top rating neighborhoods are in Manhattan and also in average Manhattan win

3. Which all areas lack Mexican Restaurants?

A= Staten Island is the last in average rating of Mexican Restaurants.

4. Which is the best place to stay if you prefer Mexican Food?

A= Brooklyn is a good option with the most Mexican Restaurant but the best ranked Mexican Restaurants are in Manhattan

Conclusion

In this study, I analyzed the Foursquare feedback on the Mexican restaurant in the New York neighborhoods. I identify which Neighborhoods and Borough are the best to establish a Mexican Restaurant with a potential market in it.