


VEGETARIAN RESTAURANT IN MANHATTAN




Vegetarianism is growing

- People are more concerned about animals.
 - People are more concerned about the environment and climate change.
 - More people are becoming vegetarian every year, so there is interest in open restaurants to that public.
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Data acquisition and cleaning

- Neighborhood data was obtained from https://cocl.us/new_york_dataset.
 - Restaurants data was obtained from API Foursquare.
 - We work only in Manhattan neighborhood.
 - The restaurants were grouped by type
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Methodology


- In first step we have collected the required data.
 - Second step in our analysis will be calculation and exploration of 'restaurant density' across different areas of Manhattan
 - In third and final step we will focus on most promising areas and within those create clusters of locations.
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Results


- Our analysis shows that although there is a great number of restaurants in Manhattan, there are a low number of vegan/vegetarian restaurants close to city center.
 - Highest concentration of restaurants was detected south from Central Park, so we focused our attention to areas north and east, corresponding to boroughs Morningside Heights, Manhattan Valley, East Harlem, Lincoln Square and Lenox Hill.
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Discussion

- The location candidates were clustered to create zones of interest.
 - Result of all this is 15 zones containing largest number of potential new restaurant locations. This, of course, does not imply that those zones are actually optimal locations for a new restaurant!
 - Recommended zones should therefore be considered only as a starting point for more detailed analysis.
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Conclusion

- Purpose of this project was to identify Manhattan areas close to center with low number of vegan/vegetarian restaurants.
 - We have first identified general boroughs that justify further analysis.
 - Final decision on optimal restaurant location will be made by stakeholders based on specific characteristics of neighborhoods and locations.
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