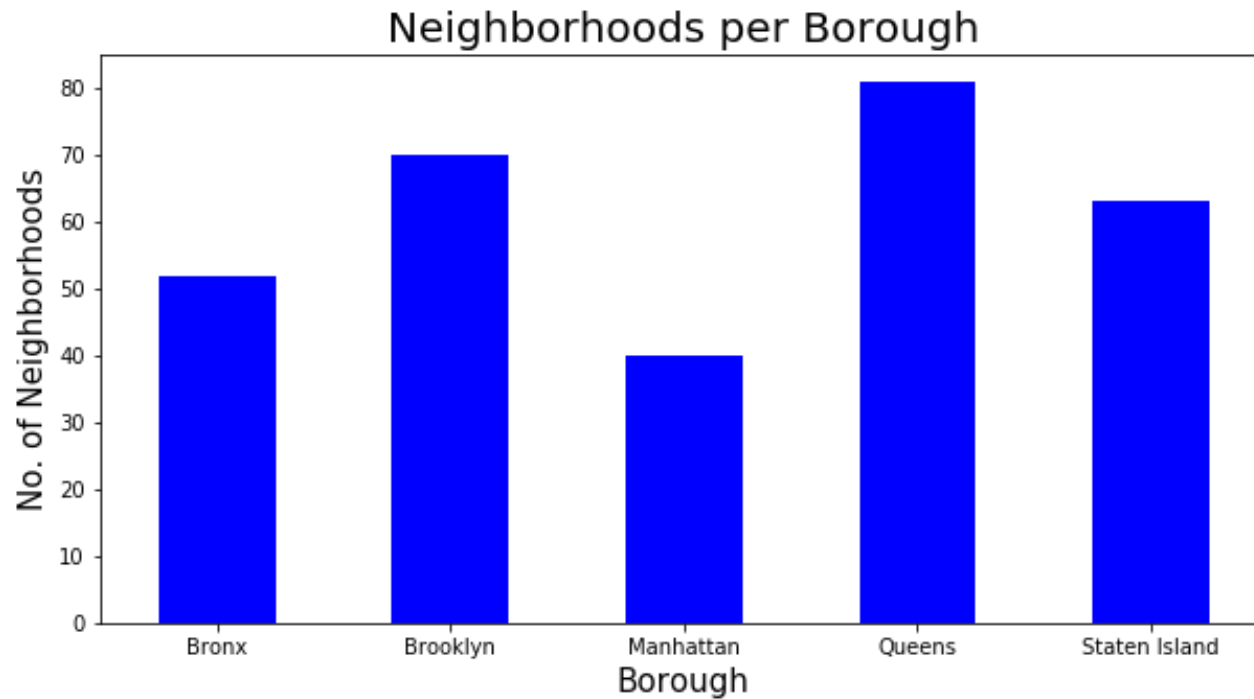# FINDING AN IDEAL LOCATION

CHRISTOPHER M. MILLETT

LOCATION, LOCATION, LOCATION

- The less competition a business has the more likely they are to maximize their revenue

- A restaurant with less like-styled cuisine in a neighborhood can flourish assuming there aren't many like it

- Restauranteurs may have an interest in using this methodology
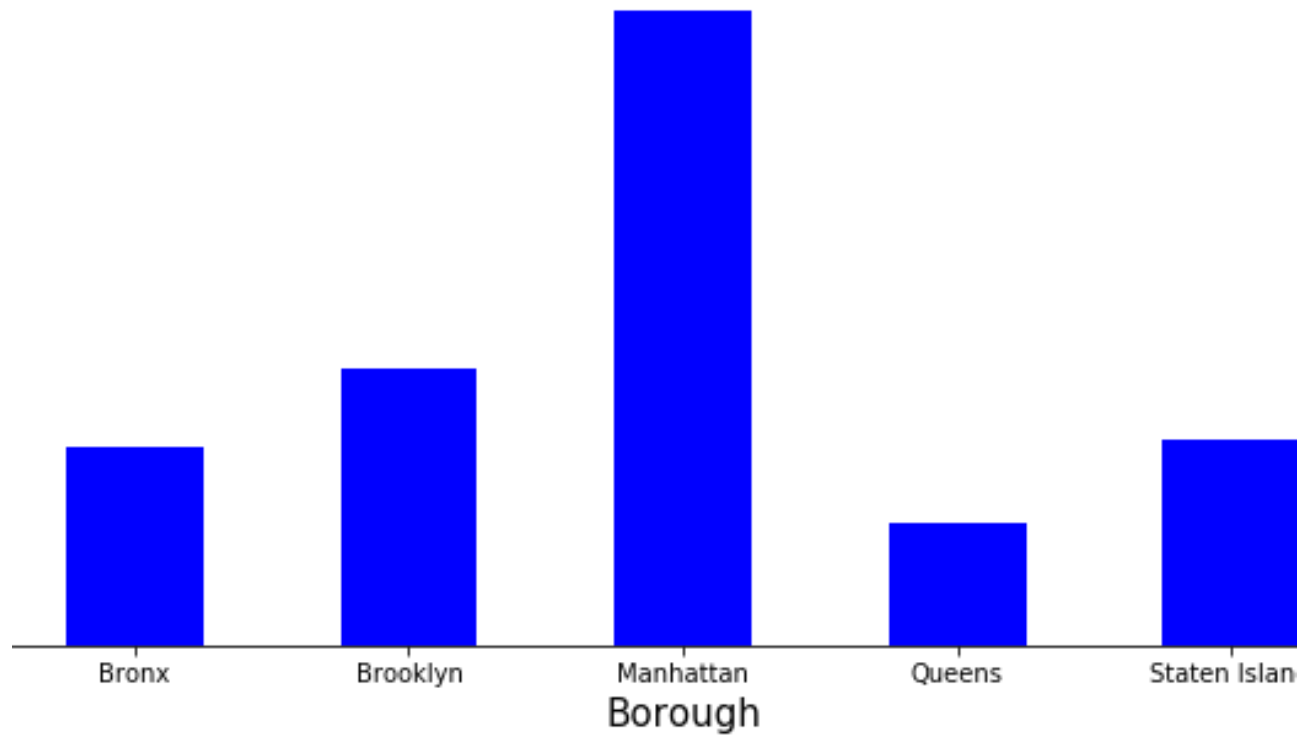
DATA ACQUISITION & CLEANING

- Restaurant cuisine, ratings, and names scraped from Foursquare API

- Data on boroughs in NYC, neighborhoods, latitudes and longitudes, scraped from https://cocl.us/new_york_dataset

- Geospace data to define borough boundaries scraped from https://data.cityofnewyork.us/City-government/borough-boundaries/tqmi-j8zn

- In total there were 306 neighborhoods in New York City

NEIGHBORHOODS IN NYC

- It is clear that Queens has the highest number of neighborhoods

- Manhattan has the least amount of neighborhoods

- Do the number of neighborhoods correlate to the number of Italian restaurants?
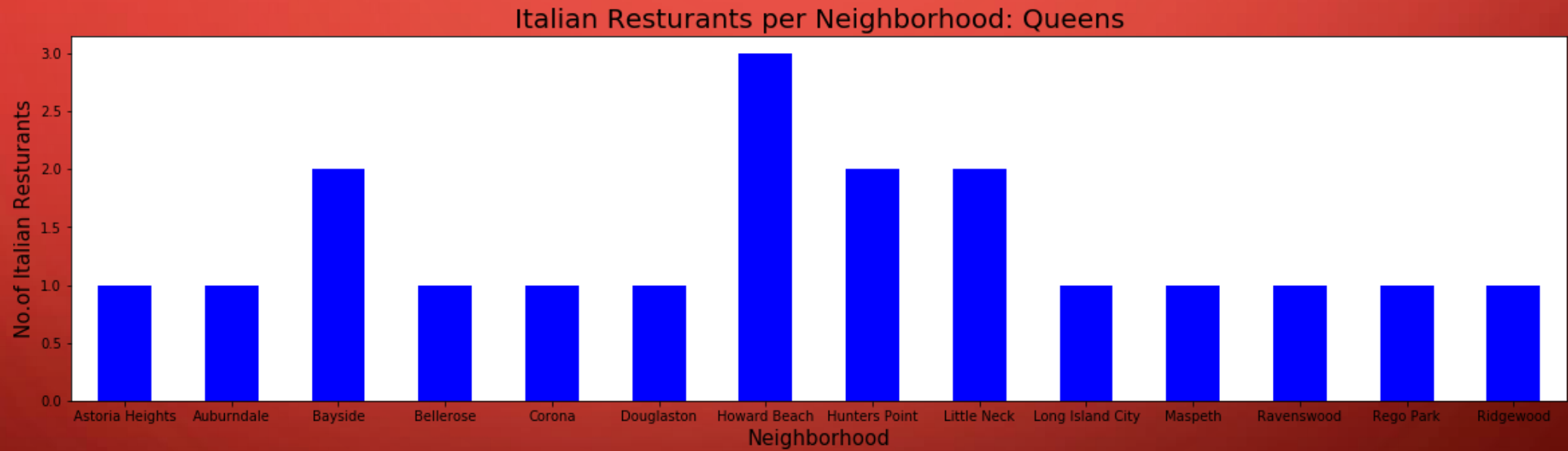
ITALIAN RESTAURANTS PER BOROUGH

- Manhattan has the most Italian restaurants

- Queens has the least

- Where would you open an Italian restaurant?

QUEENS!

- Since Queens has the smallest number of Italian Restaurants in its borough, the question now is in which neighborhood?

ITALIAN RESTAURANTS PER NEIGHBORHOOD: QUEENS

Italian Resturants per Neighborhood: Queens

WHICH NEIGHBORHOOD

- Howard Beach, Hunters Point, Little Neck, and Bayside have the most Italian restaurants out of all the neighborhoods in Queens

- To maximize exposure and potentially dominate the market opening in one of the aforementioned could potentially harm business

GEOSPACIAL VISUALIZATION

- Manhattan is dense with restaurants as shown by the map

- Queens due to its large area has less and they are much more sparse

CONCLUSION

- Utilized geospacial data and preexisting data sets to determine the ideal NYC borough and neighborhood to establish an Italian restaurant

- Accuracy is entirely dependent on Foursquare API regarding restaurants

- Can extrapolate this to any style of cuisine