OPEN A NEW RESTAURANT IN NEW YORK CITY

Rabe L Ouegui

[rabe.ouegui@jjay.cuny.edu](mailto:rabe.ouegui@jjay.cuny.edu)

Phone: +1 347 679 5061

**Synthesis**

The aim of our project is to collect and analyze the data in order to set up predictions to best suggest all entrepreneurs wishing to invest in catering and any entrepreneur who wishes to have an idea of ​​the evolution of their activity.

**Context of the project**

With more than 8 million residents, New York City is by far the largest city in New York State and the United States of America. The large presence of immigrants from the four corners of the glacier has made it a city that is diverse both demographically and culturally. New York city is also more than ***25,000*** *culinary establishments and drinking* which represent more than **$17 billion** in turnover.

Unfortunately, every week dozens of restaurants close due to poor management in part but also for poor choices on the geographic position, and to the poor analysis of future customers.

It is therefore important to reassure yourself of how to invest in order to reap the greatest benefits. This project is part of the implementation of predictions in order to maximize the return on its investment.

**Needs assessment**

* Geographic location

We all know one of the keys to a restaurant's success is ***location***.

Opening a successful restaurant is all about location; physical brick-and-mortar venues matter even in today’s world of virtual reality. Location can make or break a restaurant. In “Location: A Strategic Marketing Imperative,” Forbes advises that researching your restaurant’s location is the key to success or failure.

Although a few universal criteria exist, such as accessibility, parking, and visibility, not every restaurant is suitable for every location; nor is every location right for every restaurant. The right location is determined by a combination of restaurant concept and ideal customer. If you can define your restaurant type and identify your target demographics, you will be well on your way to choosing a restaurant location that sets your business up for success.

We will therefore use the ***Foursquare*** platform to generate all the information possible:

- *Venues*

*- Neighborhoods*

*- Parks*

*- Density*

*- Other business around*

*- Accessibility*

* Customer analysis

- The eating behavior of customers.

- Possible sources that can generate costumers.