

Battle of the Neighborhoods – Chinese Restaurants

Analysis of Chinese restaurants in NYC for restaurateur investment considerations

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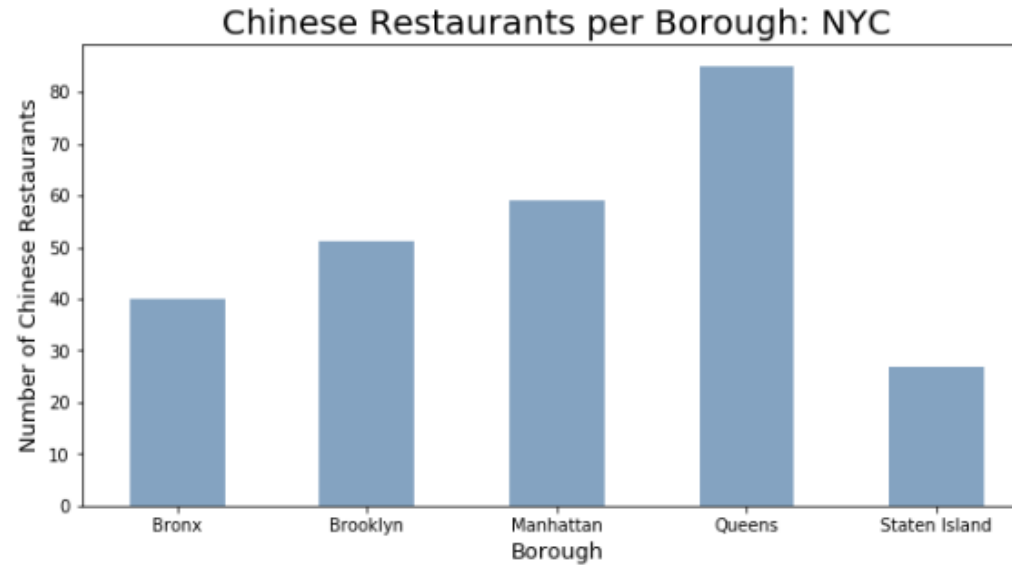
- Understanding how many Chinese restaurants are located in each borough and neighborhood for competition considerations.
- How well liked and rated are the various restaurants relative to their locations?
- Which Chinese restaurant in NYC is considered the best based on likes and ratings?

Data acquisition and wrangling

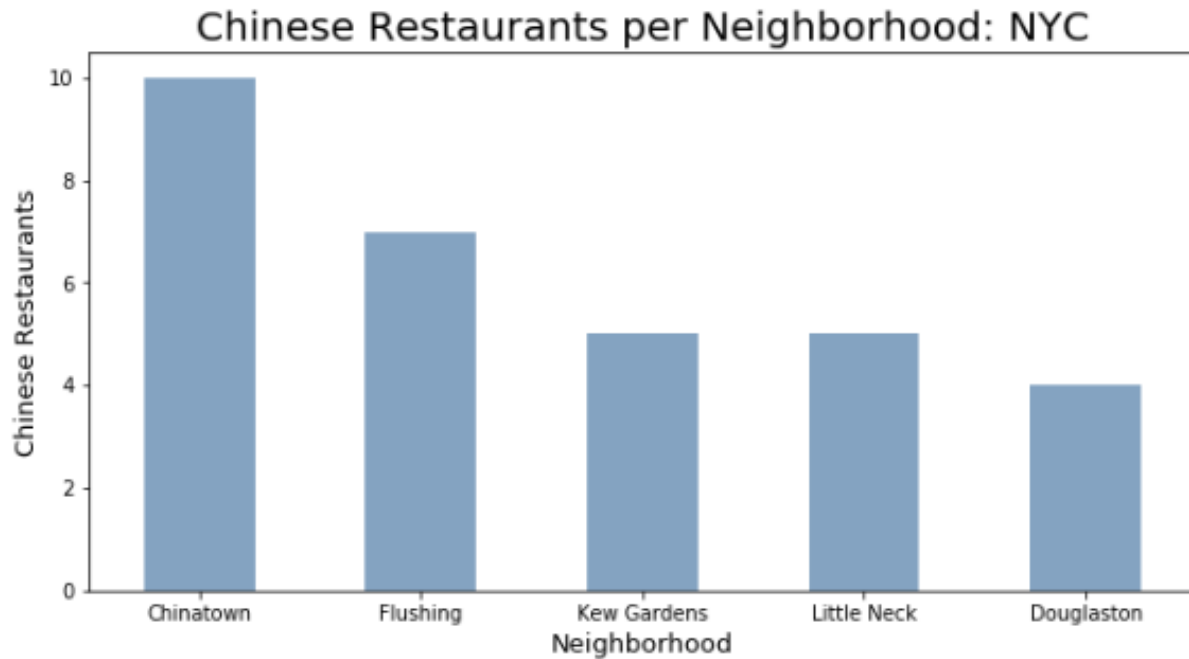
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- New York City data containing neighborhoods, boroughs, latitudes and longitudes is obtained from: https://cocl.us/new_york_dataset
- All data related to locations and quality of Chinese restaurants will be obtained from the Foursquare API.
- New York City boundary data is from: <https://data.cityofnewyork.us/City-Government/Borough-Boundaries/tqmj-j8zm>
- Initial geographic data on NYC will be gathered and structured into a dataframe with features for Borough, Neighborhood, Latitude, and Longitude.
- Next, a dataframe was created to contain Borough, Neighborhood, ID and Name (of Chinese restaurants) from Foursquare API to compare how many Chinese restaurants exist in each borough and neighborhood.
- Finally a dataframe was created from Foursquare API with Likes and Ratings, this dataframe was then pared down to only restaurants with ratings >0 and the mean rating was calculated for each neighborhood and borough.

	ID	Name
Borough		
Bronx	46	46
Brooklyn	56	56
Manhattan	60	60
Queens	83	83
Staten Island	24	24

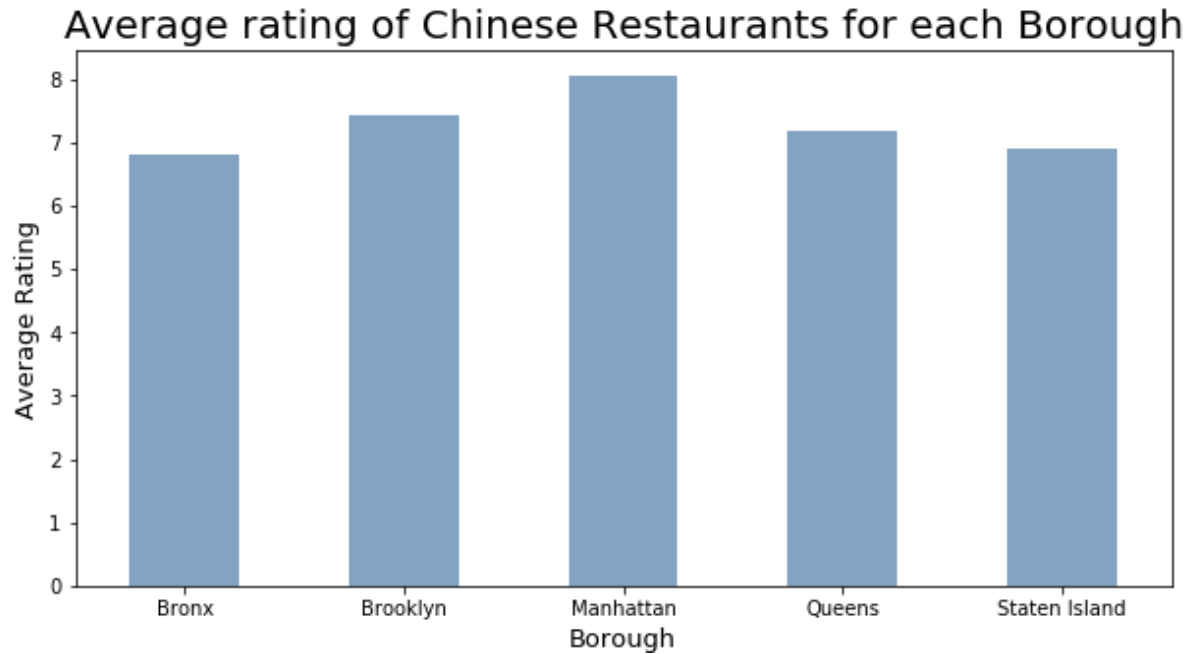


There is a total of 269 Chinese restaurants spread throughout the 5 boroughs of NYC



The neighborhood with the greatest number of Chinese restaurants was Chinatown, Manhattan. Followed by Flushing, Queens.

Top 5 neighborhoods with greatest count of Chinese restaurants



Manhattan had the highest average rating out of the 5 boroughs with Brooklyn coming in second

Choropleth map showing the average rating per borough.

*Scale is 6.8-8.1

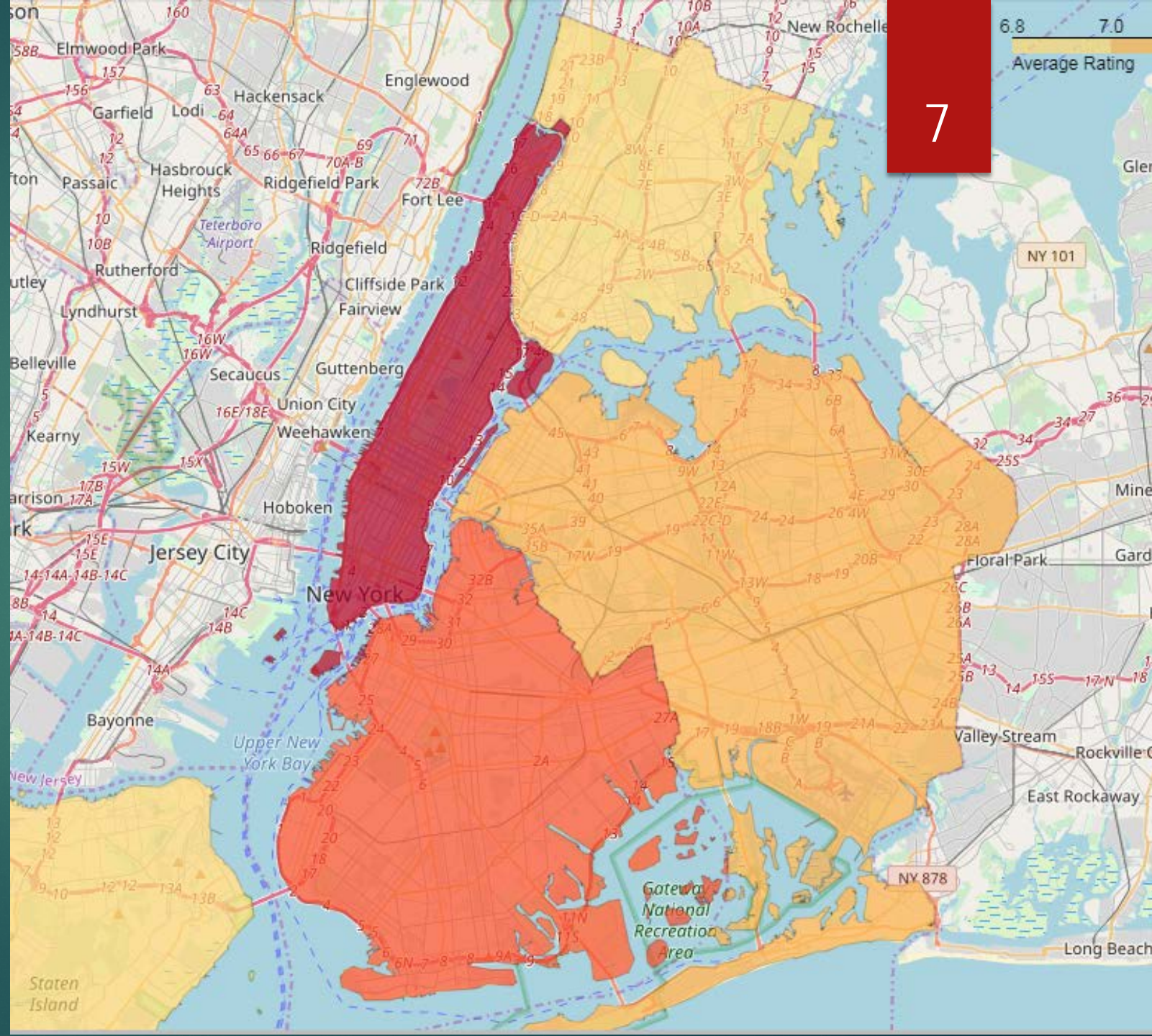
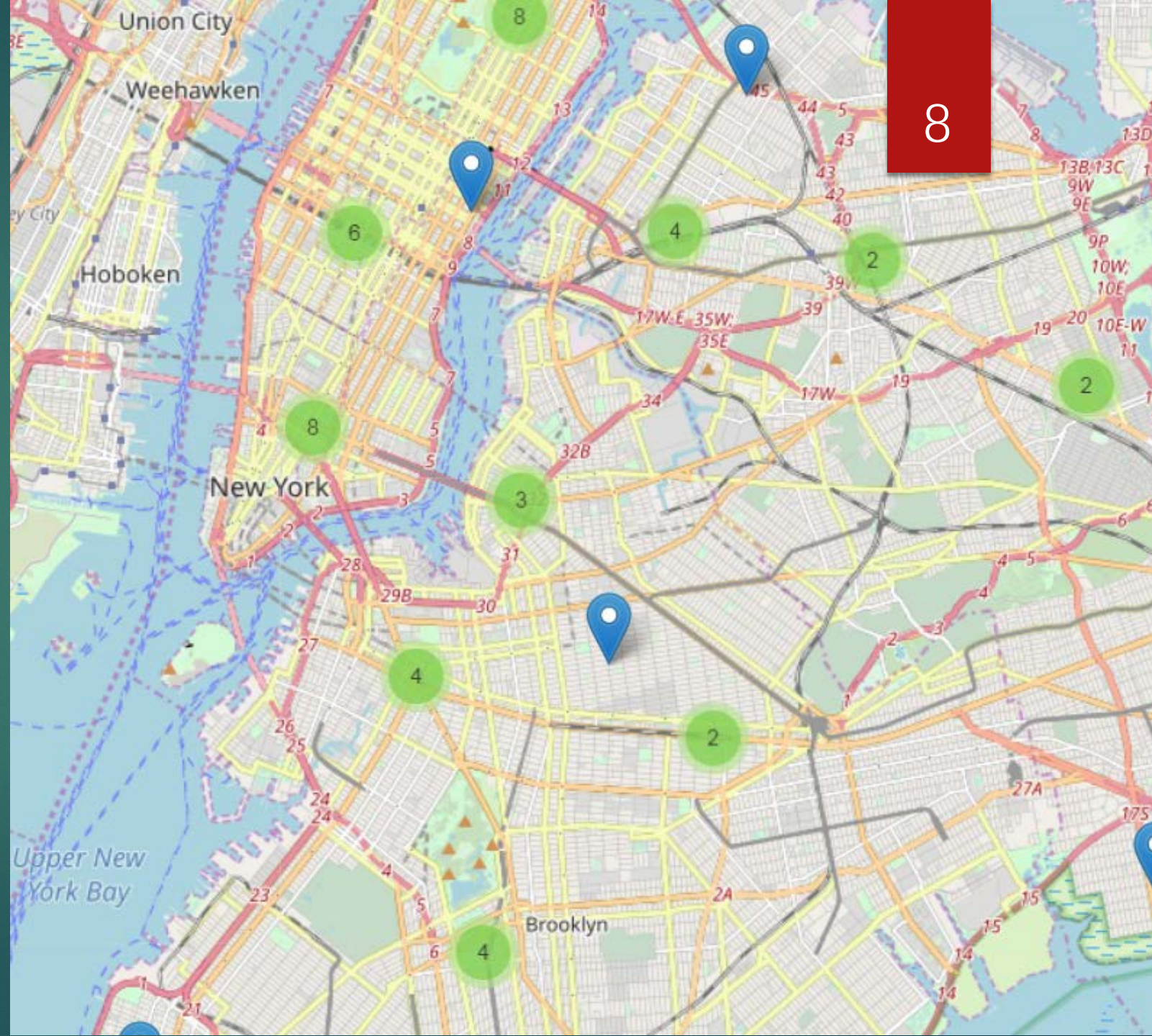
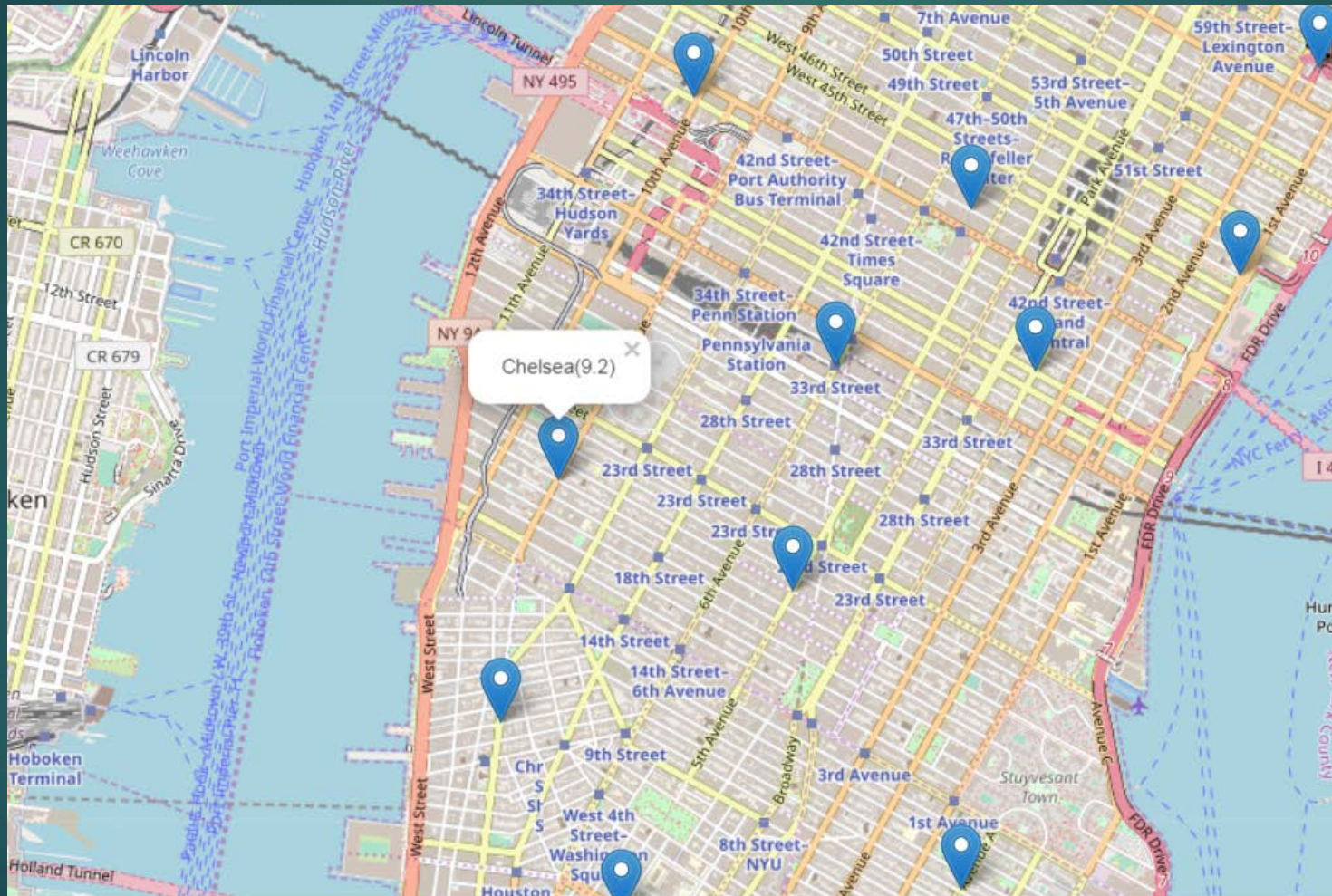


Image of a
marker cluster
map for average
ratings per
neighborhood.
Zoomed in on
Brooklyn and
Manhattan.



The restaurant with the greatest number of Likes and highest rating was Buddakan in the neighborhood of Chelsea, Manhattan, with 1473 Likes and a rating of 9.2

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Conclusion and Discussion:

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- Manhattan and Queens have the greatest number of Chinese restaurants per borough with the Bronx and Staten Island having the least.
- Manhattan and Brooklyn have the highest *average* ratings for Chinese restaurants.
- Brooklyn would be a good choice for opening a new Chinese restaurant since it has fewer restaurants than Manhattan and the second highest average rating of 7.4.
- Although this report didn't include real estate analysis it's common knowledge that Manhattan has some of the most expensive real estate in the world and thus would likely be more expensive to lease or own property zoned for a restaurant.
- For the best Chinese food in NYC I would go to Buddakan in Chelsea, Manhattan with a rating of 9.2 and 1473 Likes.