BUSINESS PROBLEM

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 nearly 8.5 million people in 2014, 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.

With its diverse culture, comes diverse food items. There are many restaurants in New York City, each belonging to different categories like Chinese, Indian, French etc. So, as part of this project, we will find out:
- What is best location in New York City for Indian Cuisine? (Best Place to stay)
- Which all areas lack Indian Restaurants? (Market Potential)

DATA

For this project we need the following data:
- New York City data that contains list Boroughs, Neighbourhoods along with their latitude and longitude.
  - Data Source: https://cocl.us/new_york_dataset
  - Description: This data set contains the required information. And we will use this data set to explore various neighbourhoods of New York city.
- Indian restaurants in each neighbourhood of New York city.
  - Data Source: Foursquare API
  - Description: By using this API we will get all the venues in each neighbourhood. We can filter these venues to get only Indian restaurants.
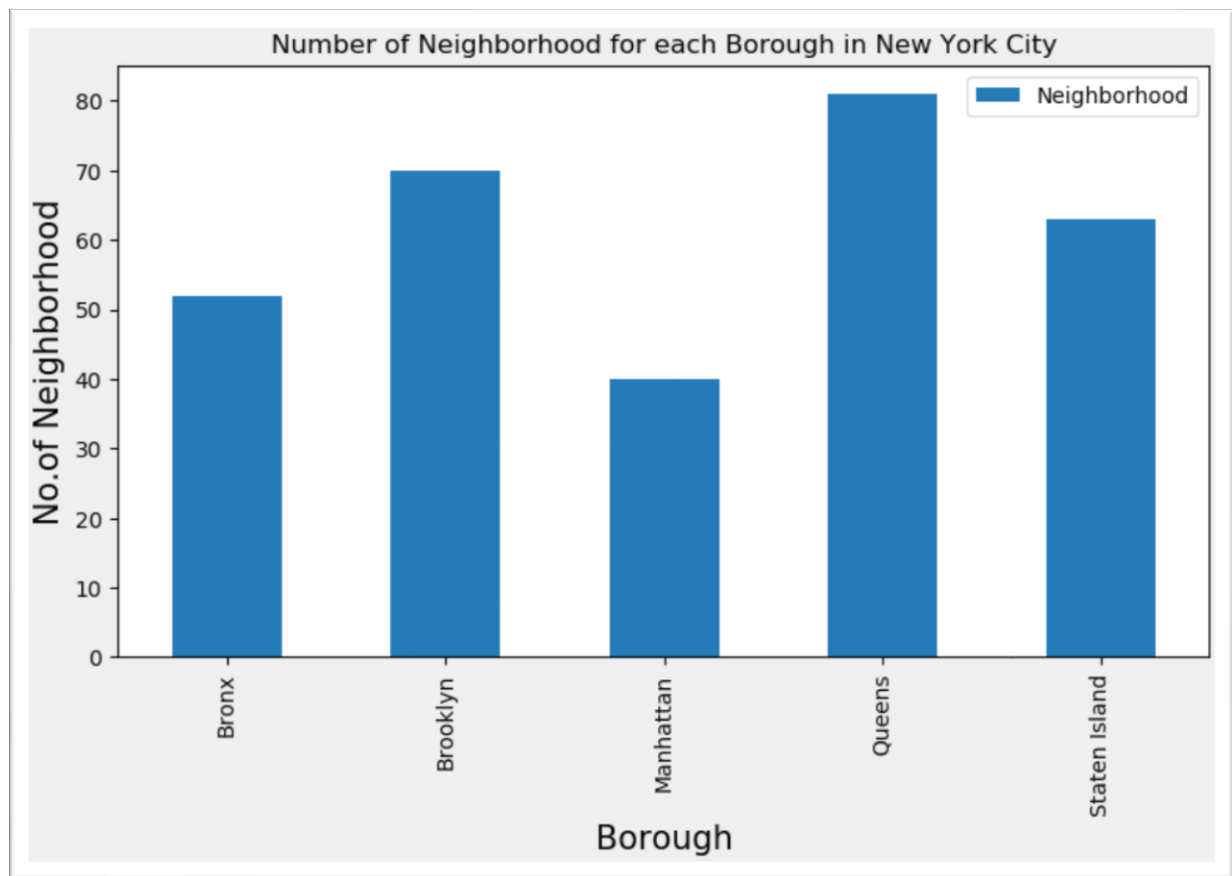
APPROACH

- Collect the New York city data from https://cocl.us/new_york_dataset
- Using Foursquare API we will find all venues for each neighbourhood
- Filter out all venues that are Indian Restaurants
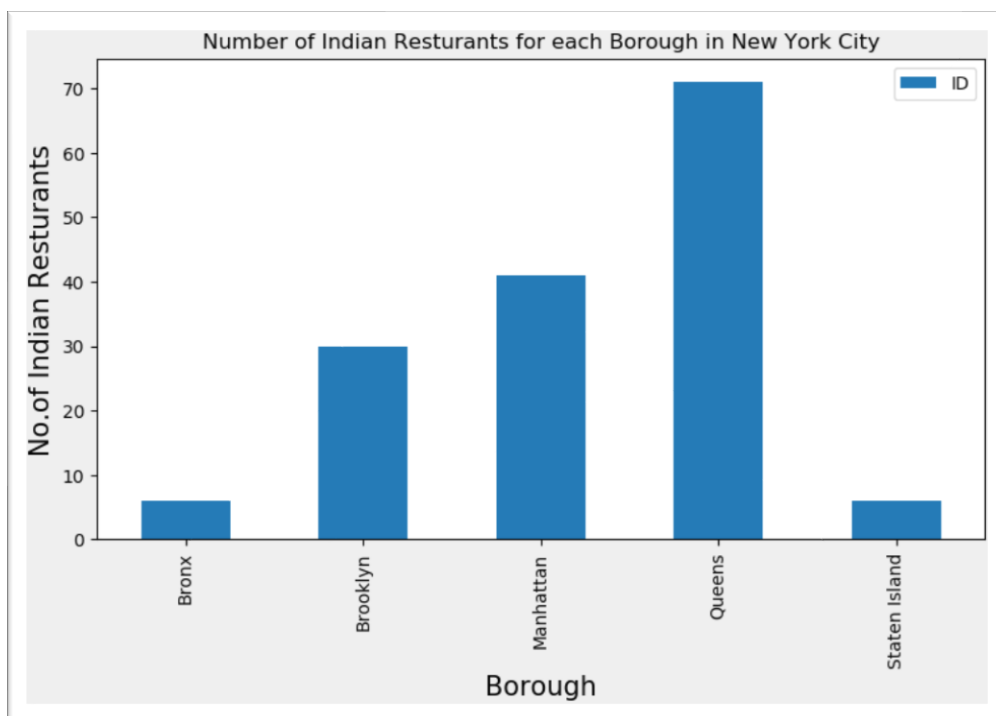- Visualize the ranking of neighbourhoods based on availability of restaurants

DATASET

	Borough	Neighborhood	Latitude	Longitude
0	Bronx	Wakefield	40.894705	-73.847201
1	Bronx	Co-op City	40.874294	-73.829939
2	Bronx	Eastchester	40.887556	-73.827806
3	Bronx	Fieldston	40.895437	-73.905643
4	Bronx	Riverdale	40.890834	-73.912585

DATA VISUALIZATION

Number of Neighborhood for each Borough in New York City

RESULTS

Number of Indian Resturants for each Borough in New York City

We see that Queens has the largest number of Indian Restaurants

Number of Indian Resturants for each Neighborhood in New York City
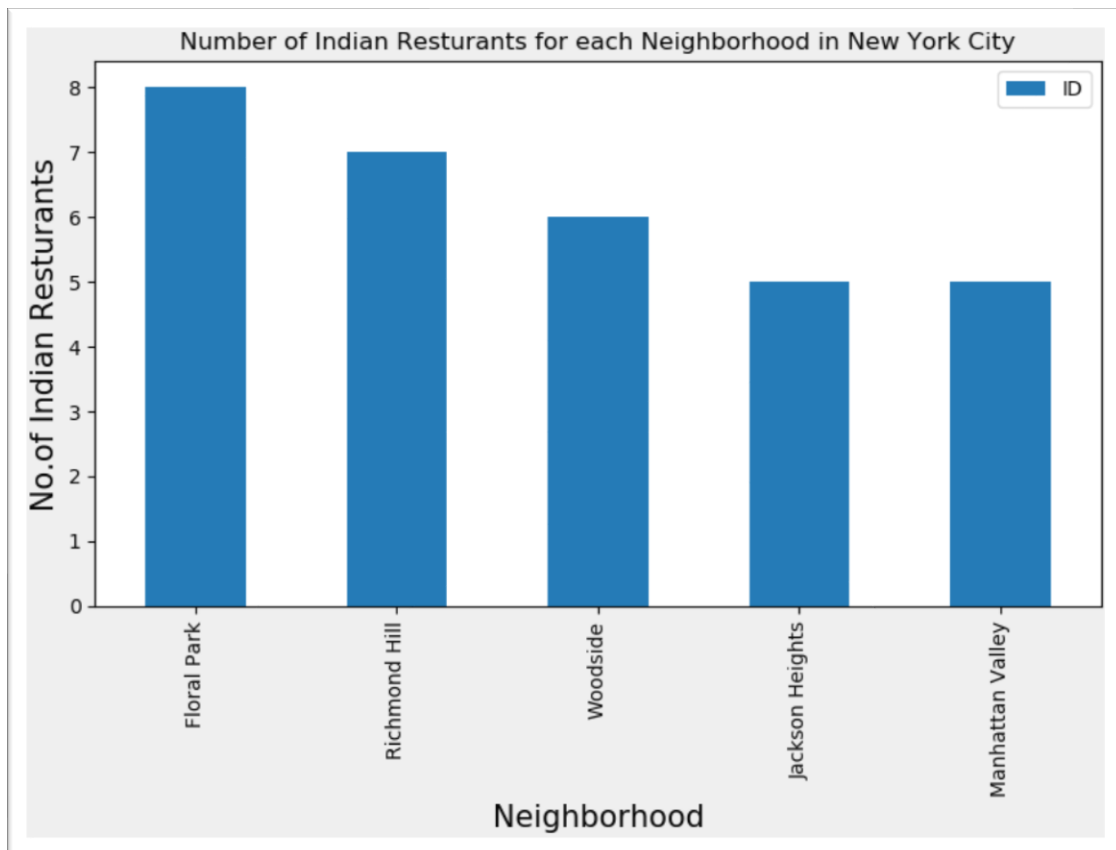
	Borough	Neighborhood	ID	Name
106	Queens	Floral Park	527ffc0811d2d329d5e49abd	Jackson Diner
107	Queens	Floral Park	4e4e3e22bd4101d0d7a5c2d1	Kerala Kitchen
108	Queens	Floral Park	4b647b56f964a520c4b62ae3	Usha Foods & Usha Sweets
109	Queens	Floral Park	4b787c49f964a5209cd12ee3	Santoor Indian Restaurant
110	Queens	Floral Park	4c0c01e0bbc676b00d6b4cd5	Mumbai Xpress
111	Queens	Floral Park	4c76ff35a5676dcb72671721	Flavor Of India
112	Queens	Floral Park	4df0f39dd4c04d0392c853ea	Sagar Chinese
113	Queens	Floral Park	4e6bfe1c7d8b2c711b17bbe5	Surya sweets and snacks

So Floral Park in Queens has the highest number of Indian Restaurants with a total count of 8.

CONCLUSION

- Queens and Manhattan are the best Borough with the highest number of Indian Restaurants!
- Floral Park, Richmond Hill, Woodside, Jackson Heights, Manhattan Valley are the best neighbourhoods to live in if you fancy Indian Cuisine.
- Brooklyn seems to have market potential that can be harnessed by setting up an Indian Restaurant in the Borough.