

The Battle of the Neighborhoods

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1.Introduction :

Problem Background:

New York City, is the most populous cities in the United States. It is diverse and it is the financial capital of USA. It is multicultural place that provides a lot of business oppourtunities and a business friendly environment. It has attracted many different players into the market. It is a global hub of business and commerce. The city is a major center for banking and finance, retailing, world trade, transportation, tourism, real estate, new media, traditional media, advertising, legal services, accountancy, insurance, theater, fashion, and the arts in the United States.

This also means that the market is highly competitive. As it is highly developed city so cost of doing business is also one of the highest. Thus, any new business venture or expansion needs to be analysed carefully. The insights derived from analysis will give good understanding of the business environment which help in strategically targeting the market. This will help in reduction of risk. And the Return on Investment will be reasonable.

Situation:

A restaurant is a business which prepares and serves food and drink to customers in return for money, either paid before the meal, after the meal, or with an open account. New York City is famous for its excelllent cuisine. It's food culture includes an array of international cuisines influenced by the city's immigrant history.

1. Central and Eastern European immigrants, - bagels, cheesecake, hot dogs, knishes, and delicatessens
2. Italian immigrants - New York-style pizza and Italian cuisine
3. Jewish immigrants and Irish immigrants - pastrami and corned beef
4. Chinese and other Asian restaurants, sandwich joints, trattorias, diners, and coffeehouses are ubiquitous throughout the city
5. mobile food vendors - Some 4,000 licensed by the city
6. Middle Eastern foods such as falafel and kebabs examples of modern New York street food
7. It is famous for not just Pizzerias, Cafe's but also for fine dining Michelin star restaurants. The city is home to "nearly one thousand of the finest and most diverse cuisine restaurants in the world", according to Michelin.

In order to survive in such competitive market it is very important to startegically plan.

Various factors need to be studied in order to decide on the location :

1. New York Population
2. New York City Demographics
3. Are there any Farmers Markets, Wholesale markets etc.

The One Company Ltd. needs to choose the correct location to start its first restaurant . If they are successful they can replicate the same in other locations. It is very important to select the right location for the right venue.

Target Audience:

To select the correct location, ONE Company Ltd has appointed a team of Data Scientists for this project. The objective is to locate and recommend to the management which New York neighborhood will be best choice to start a restaurant. The Management also expects to understand the recommendations made.

This would be very important for anyone who wants to start a new restaurant in New York city.

Criteria:

The success of the project will be determined by the neighborhood of choice to ONE Company Ltd based on lack of specific type of restaurants in that location and nearest suppliers of ingredients.

2. Data :

One city will be analysed in this project : New York City.

We will be using the below datasets for analyzing New York City

Data 1 : Neighborhood has a total of 5 boroughs and 306 neighborhoods. In order to segment the neighborhoods and explore them, we will essentially need a dataset that contains the 5 boroughs and the neighborhoods that exist in each borough as well as the the latitude and logitude coordinates of each neighborhood.

This dataset is available on the web. Link to the dataset is :

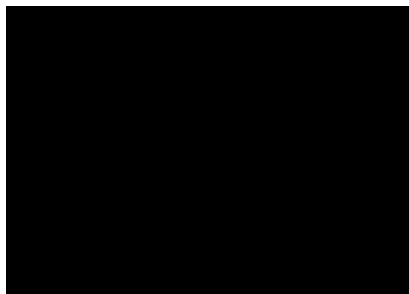
https://geo.nyu.edu/catalog/nyu_2451_34572

Data 2 : Second data which will be used is the DOHMH Farmers Markets and Food Boxes dataset. We will be using the data of Farmers Markets.

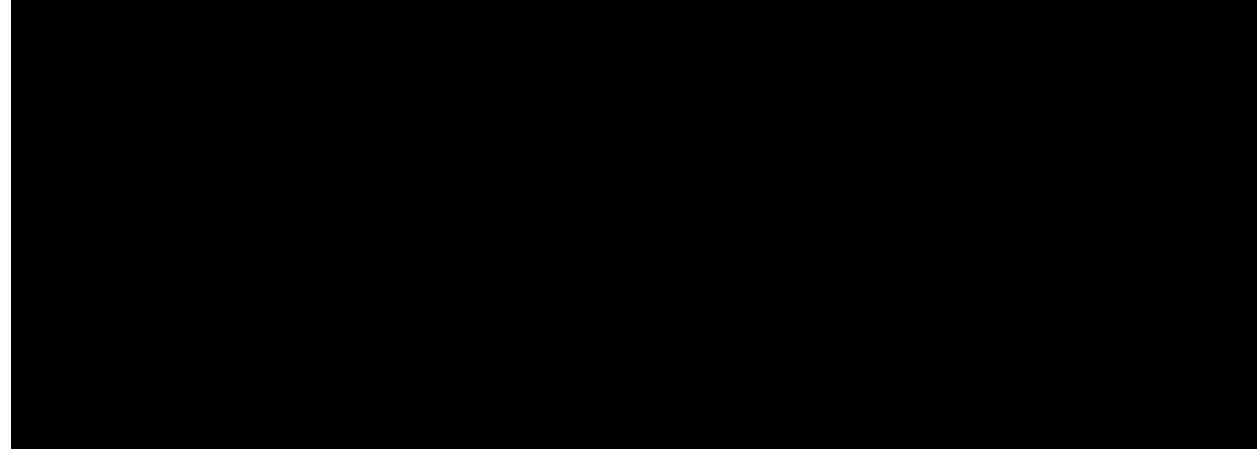
<https://data.cityofnewyork.us/dataset/DOHMH-Farmers-Markets-and-Food-Boxes/8vwk-6iz2>

Website-<https://www.grownyc.org/greenmarketco/foodbox>

GrowNYC's Fresh Food Box Program is a food access initiative that enables under-served communities to purchase fresh, healthy, and primarily regionally grown produce well below traditional retail prices.



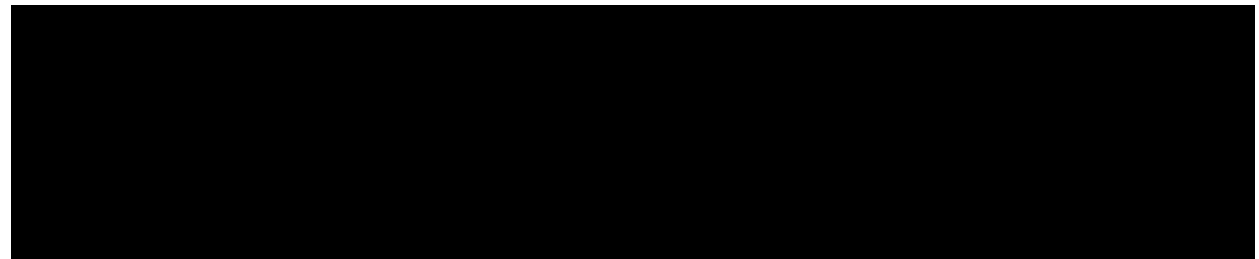
A farmers' market is often defined as a public site used by two or more local or regional producers for the direct sale of farm products to consumers. In addition to fresh fruits and vegetables, markets may sell dairy products, fish, meat, baked goods, and other minimally processed foods.



Data 3 : For the below analysis we will get data from wikipedia as given below :

1. New York Population
 2. New York City Demographics
 3. Cuisine of New York city
- https://en.wikipedia.org/wiki/New_York_City
https://en.wikipedia.org/wiki/Economy_of_New_York_City
https://en.wikipedia.org/wiki/Portal:New_York_City
https://en.wikipedia.org/wiki/Cuisine_of_New_York_City

Data 4 : New York City geographical coordinates data will be used for Foursquare API, And will be leveraged to provide venues for each neighborhood. We will use the Foursquare API to explore neighborhoods in New York City. The below is image of the Foursquare API data.



3.Methodology :

Business Understanding

Our main goal is to get a high traffic location for ONE Company Ltd. New restaurant venue.

Analysis Approach :

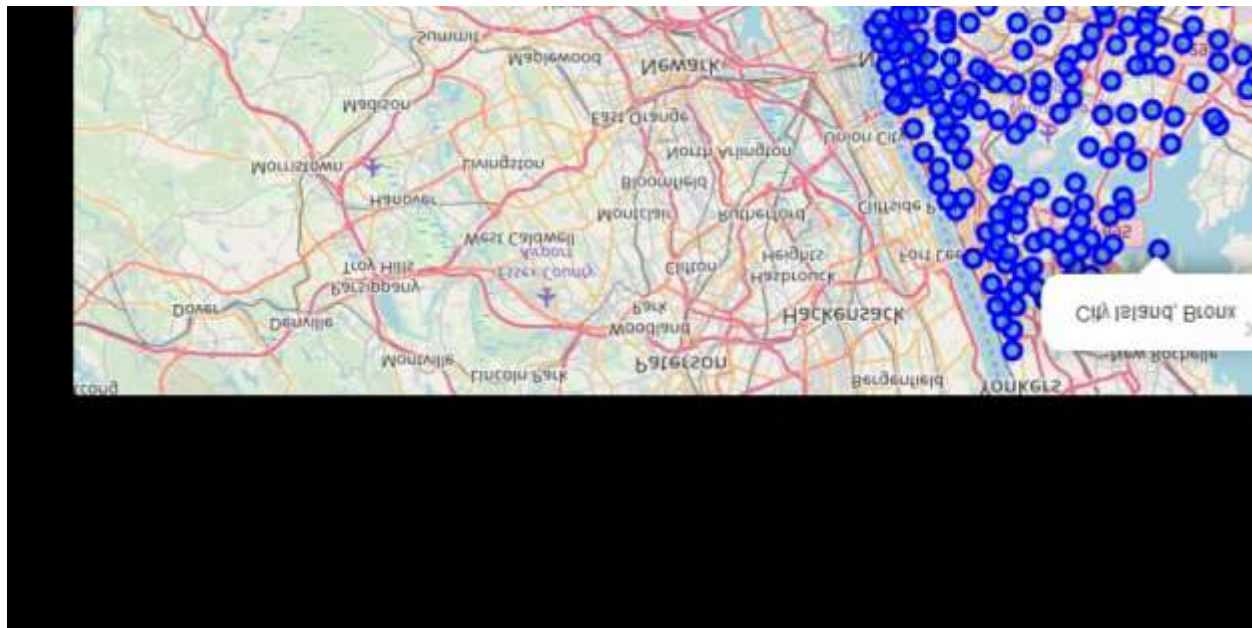
New York City neighborhood has a total of 5 boroughs and 306 neighborhoods. The first part is the clustering of Manhattan and Brooklyn . And second part is the clustering of Bronx, Queens and Staten Island. This is done because of the following Exploratory data analysis.

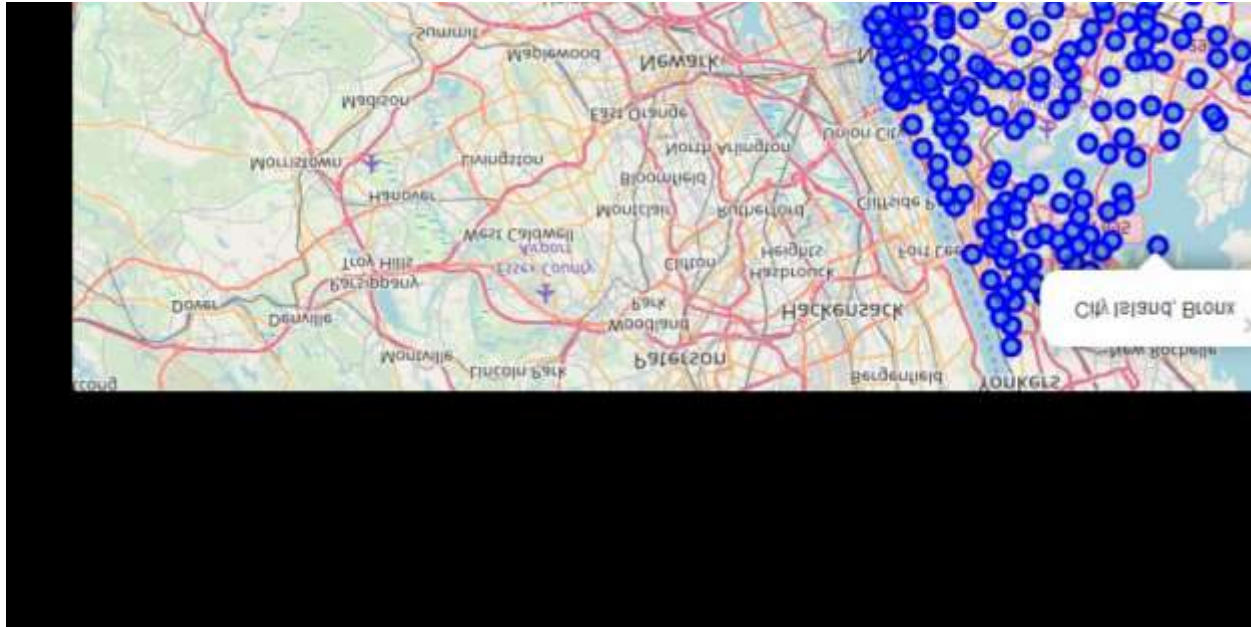
Data Analysis :

Data 1- New York Cty Geographical Coordinates Data.

1. In this we load the data and explore data from newyork_data.json file.
2. Transform the data of nested python dictionaries into a pandas dataframe.
3. This dataframe contains the geographical coordinates of New York City neighborhoods.
4. This data will used to get Venues data from Foursquare.
5. We used geopy and folium libraries to create a map of New York City with neighborhoods superimposed on top.

New York neighborhood visualization



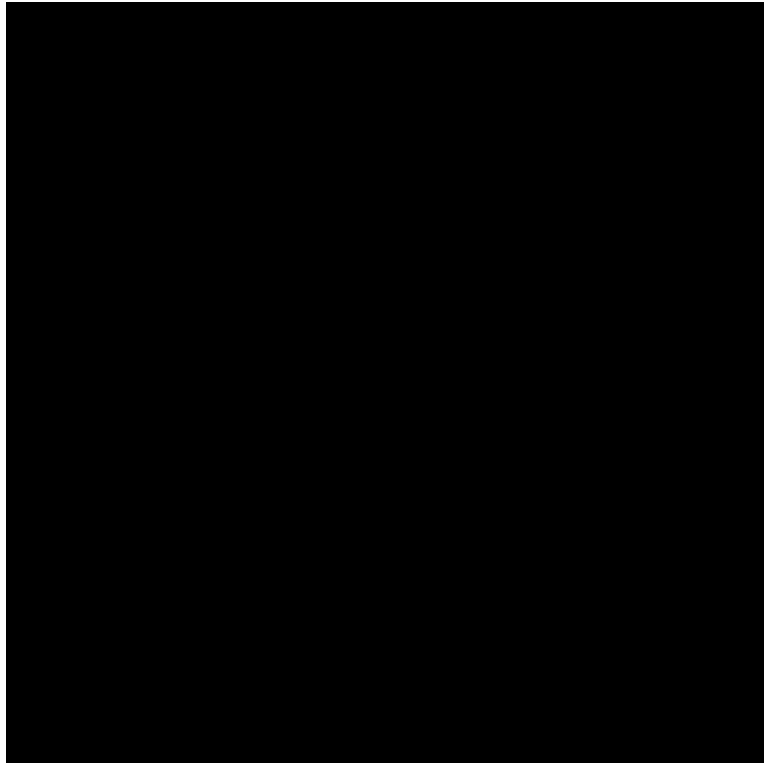


Data 2- Second data which is used is the DOHMH Farmers Markets and Food Boxes dataset. In this we will be using the data of Farmers Markets data.

There are totally 144 Farmers Markets in New York City. The highest number are located in Manhattan and Brooklyn.

And lowest in Queens, Bronx and Staten Island.

The proof of this is as given below.



We used geopy and folium libraries to create a map to visualise farmers markets of New York city.

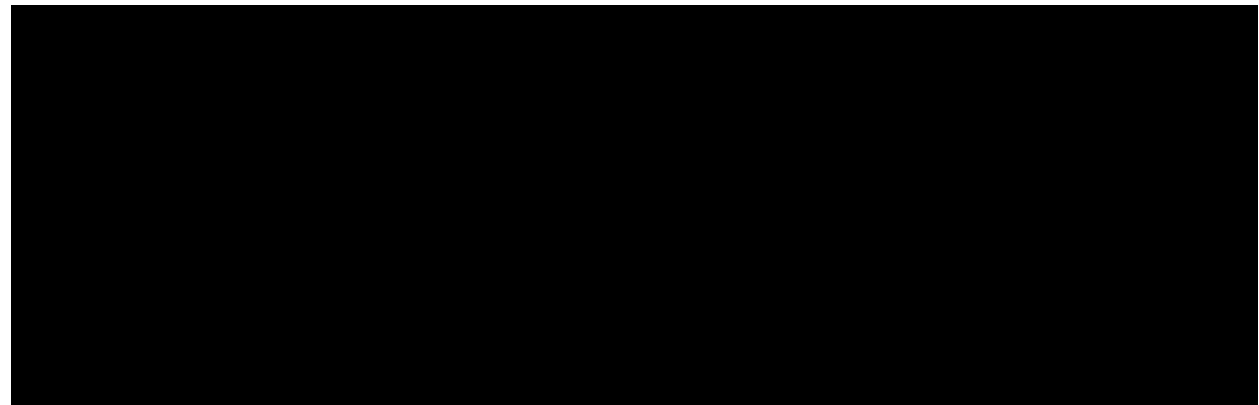
Farmers Market visualization - New York City



Data 3 : To analyze New York City Population, Demographics and Cuisine , download the data from Wikipedia pages given above in the data section. We used BeautifulSoup python library. BeautifulSoup is a Python package for parsing HTML and XML documents (including having malformed markup, i.e. non-closed tags, so named after tag soup). It creates a parse tree for parsed pages that can be used to extract data from HTML, which is useful for web scraping

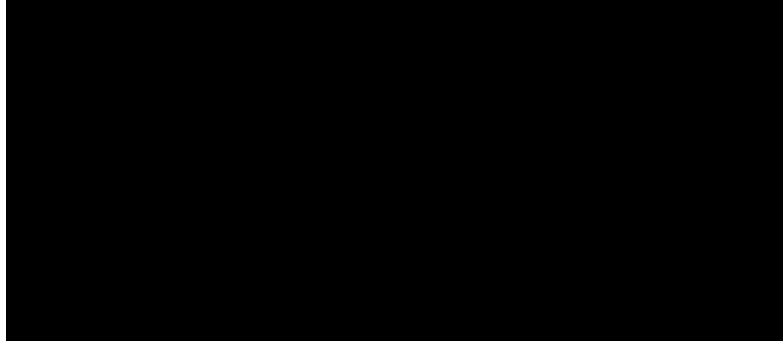
1.New York Population : Insights from the data :

- Manhattan (New York County) is the geographically smallest and most densely populated borough.
- Manhattan's (New York County's) population density of 72,033 people per square mile (27,812/km²) in 2015 makes it the highest of any county in the United States and higher than the density of any individual American city.
- Brooklyn (Kings County), on the western tip of Long Island, is the city's most populous borough.
- Queens (Queens County), on Long Island north and east of Brooklyn, is geographically the largest borough.



2. New York City Demographics : New York City is the most populous city in the United States,^[9] with an estimated record high of 8,622,698 residents as of 2017,^[7] incorporating more immigration into the city than outmigration since the 2010 United States Census.

The racial composition is as given below. This is the reason New York city has restaurants serving cuisine from many countries such as Indian, African, Japan etc. This also increases the scope for restaurants business in New York City.

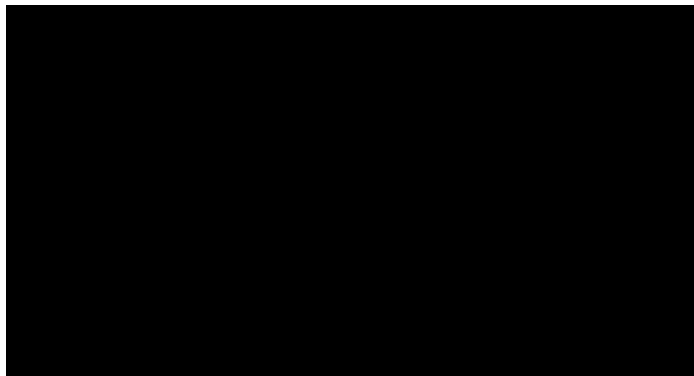


3.Cuisine of New York City : This data has been manually prepared. Data is taken from Wikipedia page - https://en.wikipedia.org/wiki/Cuisine_of_New_York_City . Using this data we did word cloud.

NEW YORK CITY CUISINE: Most Preferred Food in New York City –Italian, Puerto Rican, Mexican, Jewish, Indian, Pakistani & Dominican.



BROOKLYN CUISINE -Most Preferred Food in Brooklyn is –Italian, Puerto Rican & Mexican.



the 1990s, the number of people in the United States who are 65 years of age or older has increased by 50 percent, and the number of people 75 years of age or older has increased by 100 percent. The number of people 85 years of age or older has increased by 200 percent. The number of people 95 years of age or older has increased by 400 percent. The number of people 100 years of age or older has increased by 1,000 percent. The number of people 105 years of age or older has increased by 2,000 percent. The number of people 110 years of age or older has increased by 4,000 percent. The number of people 115 years of age or older has increased by 8,000 percent. The number of people 120 years of age or older has increased by 16,000 percent. The number of people 125 years of age or older has increased by 32,000 percent. The number of people 130 years of age or older has increased by 64,000 percent. The number of people 135 years of age or older has increased by 128,000 percent. The number of people 140 years of age or older has increased by 256,000 percent. The number of people 145 years of age or older has increased by 512,000 percent. The number of people 150 years of age or older has increased by 1,024,000 percent. The number of people 155 years of age or older has increased by 2,048,000 percent. The number of people 160 years of age or older has increased by 4,096,000 percent. The number of people 165 years of age or older has increased by 8,192,000 percent. The number of people 170 years of age or older has increased by 16,384,000 percent. The number of people 175 years of age or older has increased by 32,768,000 percent. The number of people 180 years of age or older has increased by 65,536,000 percent. The number of people 185 years of age or older has increased by 131,072,000 percent. The number of people 190 years of age or older has increased by 262,144,000 percent. The number of people 195 years of age or older has increased by 524,288,000 percent. The number of people 200 years of age or older has increased by 1,048,576,000 percent. The number of people 205 years of age or older has increased by 2,097,152,000 percent. The number of people 210 years of age or older has increased by 4,194,304,000 percent. The number of people 215 years of age or older has increased by 8,388,608,000 percent. The number of people 220 years of age or older has increased by 16,777,216,000 percent. The number of people 225 years of age or older has increased by 33,554,432,000 percent. The number of people 230 years of age or older has increased by 67,108,864,000 percent. The number of people 235 years of age or older has increased by 134,217,728,000 percent. The number of people 240 years of age or older has increased by 268,435,456,000 percent. The number of people 245 years of age or older has increased by 536,870,912,000 percent. The number of people 250 years of age or older has increased by 1,073,741,824,000 percent. The number of people 255 years of age or older has increased by 2,147,483,648,000 percent. The number of people 260 years of age or older has increased by 4,294,967,296,000 percent. The number of people 265 years of age or older has increased by 8,589,934,592,000 percent. The number of people 270 years of age or older has increased by 17,179,869,184,000 percent. The number of people 275 years of age or older has increased by 34,359,738,368,000 percent. The number of people 280 years of age or older has increased by 68,719,476,736,000 percent. The number of people 285 years of age or older has increased by 137,438,953,472,000 percent. The number of people 290 years of age or older has increased by 274,877,906,944,000 percent. The number of people 295 years of age or older has increased by 549,755,813,888,000 percent. The number of people 300 years of age or older has increased by 1,099,511,627,776,000 percent. The number of people 305 years of age or older has increased by 2,199,023,255,552,000 percent. The number of people 310 years of age or older has increased by 4,398,046,511,104,000 percent. The number of people 315 years of age or older has increased by 8,796,093,022,208,000 percent. The number of people 320 years of age or older has increased by 17,592,186,044,416,000 percent. The number of people 325 years of age or older has increased by 35,184,372,088,832,000 percent. The number of people 330 years of age or older has increased by 70,368,744,177,664,000 percent. The number of people 335 years of age or older has increased by 140,737,488,355,328,000 percent. The number of people 340 years of age or older has increased by 281,474,976,710,656,000 percent. The number of people 345 years of age or older has increased by 562,949,953,421,312,000 percent. The number of people 350 years of age or older has increased by 1,125,899,906,842,624,000 percent. The number of people 355 years of age or older has increased by 2,251,799,813,685,248,000 percent. The number of people 360 years of age or older has increased by 4,503,599,627,370,496,000 percent. The number of people 365 years of age or older has increased by 9,007,199,254,740,992,000 percent. The number of people 370 years of age or older has increased by 18,014,398,509,481,984,000 percent. The number of people 375 years of age or older has increased by 36,028,797,018,963,968,000 percent. The number of people 380 years of age or older has increased by 72,057,594,037,927,936,000 percent. The number of people 385 years of age or older has increased by 144,115,188,075,855,872,000 percent. The number of people 390 years of age or older has increased by 288,230,376,151,711,744,000 percent. The number of people 395 years of age or older has increased by 576,460,752,303,423,488,000 percent. The number of people 400 years of age or older has increased by 1,152,921,504,606,846,976,000 percent. The number of people 405 years of age or older has increased by 2,305,843,009,213,693,952,000 percent. The number of people 410 years of age or older has increased by 4,611,686,018,427,387,904,000 percent. The number of people 415 years of age or older has increased by 9,223,372,036,854,775,808,000 percent. The number of people 420 years of age or older has increased by 18,446,744,073,709,551,616,000 percent. The number of people 425 years of age or older has increased by 36,893,488,147,419,103,232,000 percent. The number of people 430 years of age or older has increased by 73,786,976,294,838,206,464,000 percent. The number of people 435 years of age or older has increased by 147,573,952,589,676,412,928,000 percent. The number of people 440 years of age or older has increased by 295,147,905,179,352,825,856,000 percent. The number of people 445 years of age or older has increased by 590,295,810,358,705,651,712,000 percent. The number of people 450 years of age or older has increased by 1,180,591,620,717,411,303,424,000 percent. The number of people 455 years of age or older has increased by 2,361,183,241,434,822,606,848,000 percent. The number of people 460 years of age or older has increased by 4,722,366,482,869,645,213,696,000 percent. The number of people 465 years of age or older has increased by 9,444,732,965,739,290,427,392,000 percent. The number of people 470 years of age or older has increased by 18,889,465,931,478,580,854,784,000 percent. The number of people 475 years of age or older has increased by 37,778,931,862,957,161,709,568,000 percent. The number of people 480 years of age or older has increased by 75,557,863,725,914,323,419,136,000 percent. The number of people 485 years of age or older has increased by 151,115,727,451,828,646,838,272,000 percent. The number of people 490 years of age or older has increased by 302,231,454,903,657,293,676,544,000 percent. The number of people 495 years of age or older has increased by 604,462,909,807,314,587,353,088,000 percent. The number of people 500 years of age or older has increased by 1,208,925,819,614,629,174,706,176,000 percent. The number of people 505 years of age or older has increased by 2,417,851,639,229,258,349,412,352,000 percent. The number of people 510 years of age or older has increased by 4,835,703,278,458,516,698,824,704,000 percent. The number of people 515 years of age or older has increased by 9,671,406,556,917,033,397,649,408,000 percent. The number of people 520 years of age or older has increased by 19,342,813,113,834,066,795,298,816,000 percent. The number of people 525 years of age or older has increased by 38,685,626,227,668,133,590,597,632,000 percent. The number of people 530 years of age or older has increased by 77,371,252,455,336,267,181,195,264,000 percent. The number of people 535 years of age or older has increased by 154,742,504,910,672,534,362,390,528,000 percent. The number of people 540 years of age or older has increased by 309,485,009,821,345,068,724,781,056,000 percent. The number of people 545 years of age or older has increased by 618,970,019,642,690,137,449,562,112,000 percent. The number of people 550 years of age or older has increased by 1,237,940,039,285,380,274,899,124,224,000 percent. The number of people 555 years of age or older has increased by 2,475,880,078,570,760,549,798,248,448,000 percent. The number of people 560 years of age or older has increased by 4,951,760,157,141,521,099,596,496,896,000 percent. The number of people 565 years of age or older has increased by 9,903,520,314,283,042,199,193,993,792,000 percent. The number of people 570 years of age or older has increased by 19,807,040,628,566,084,398,387,9

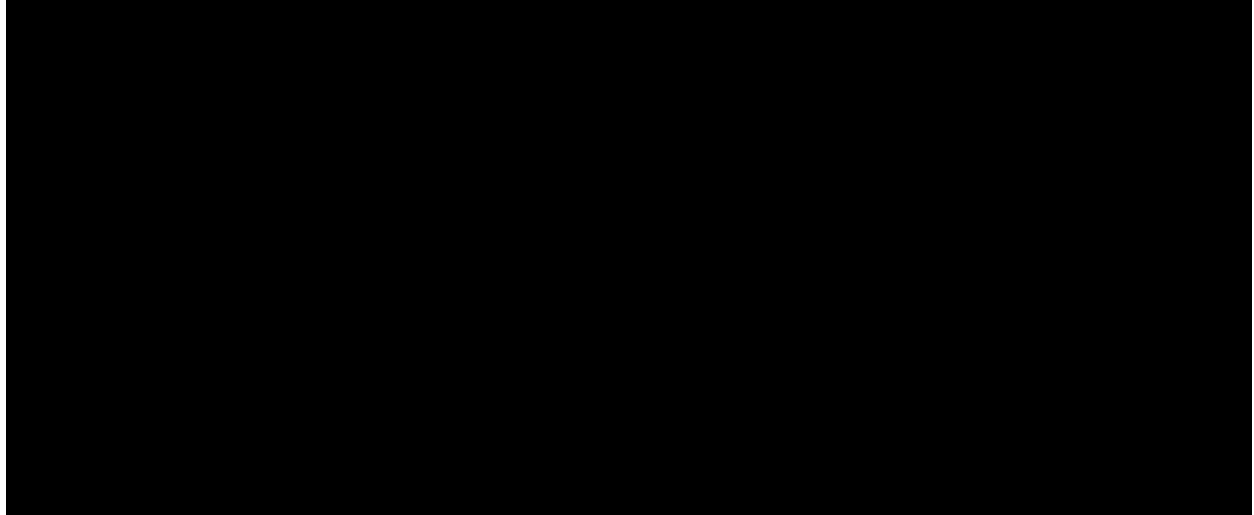
[illegible]

There is very less data of cuisine relating to Staten Island. So could not develop word cloud with it.

Data 4 : New York City geographical coordinates data has been utilized as input for the Foursquare API, that has been leveraged to provision venues information for each neighborhood. We used the Foursquare API data to explore neighborhoods in New York City.

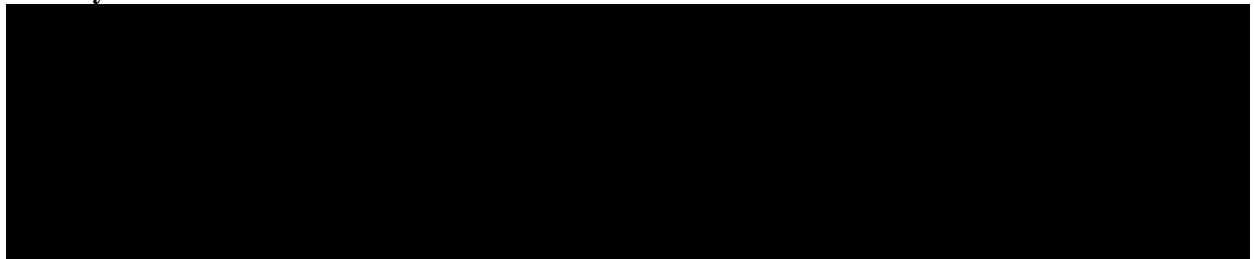
Brooklyn and Manhattan :

Brooklyn and Manhattan Visualization :

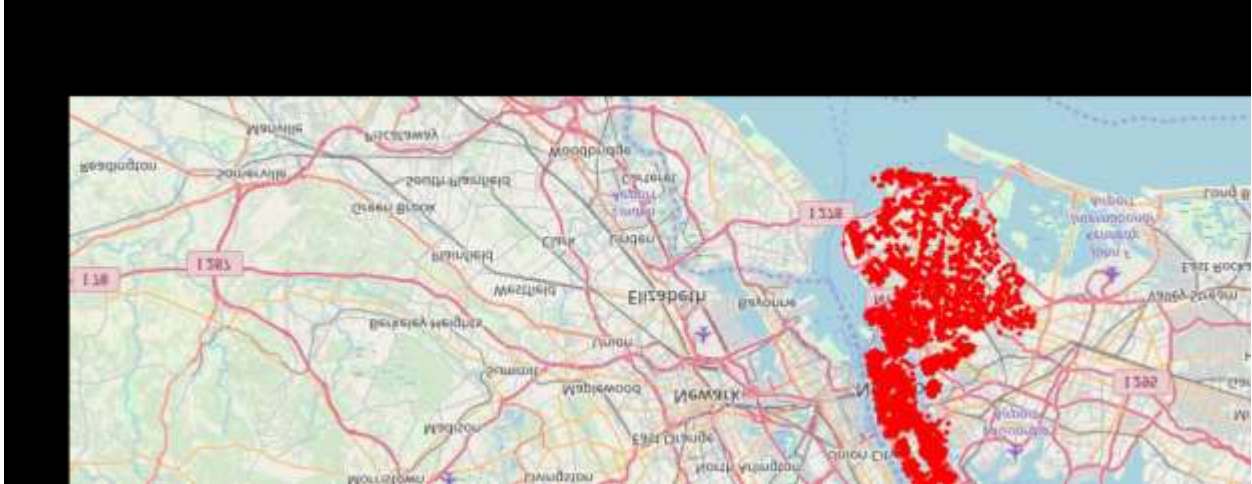


Using the geographical coordinates of each neighborhood foursquare API calls are made to get top 200 venues in a radius of 1000 meters. The venues data is as given below :

Brooklyn and Manhattan Venues :

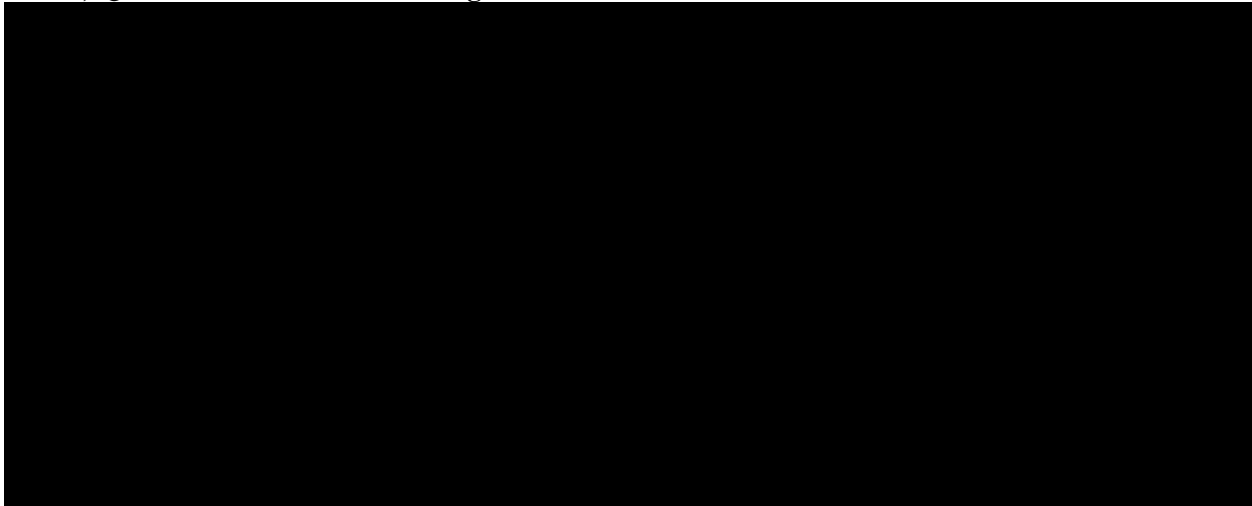


Brooklyn and Manhattan Venues Visualization : Generated the below Brooklyn and Manhattan Venues Visualization. The "BM_venues" dataframe has 9708 venues and 397 unique venue types.

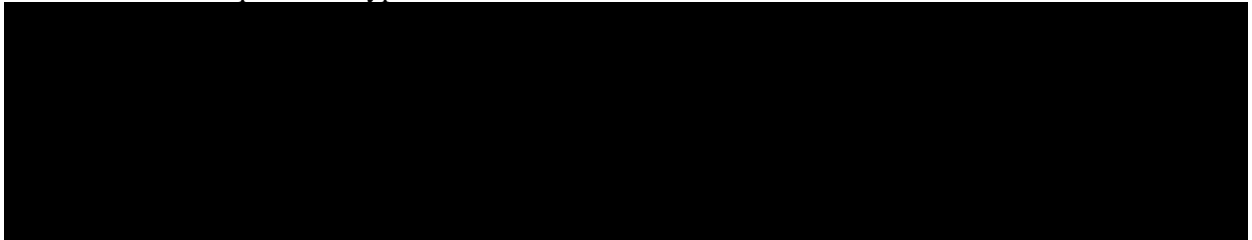


Bronx, Queens and Staten Island :

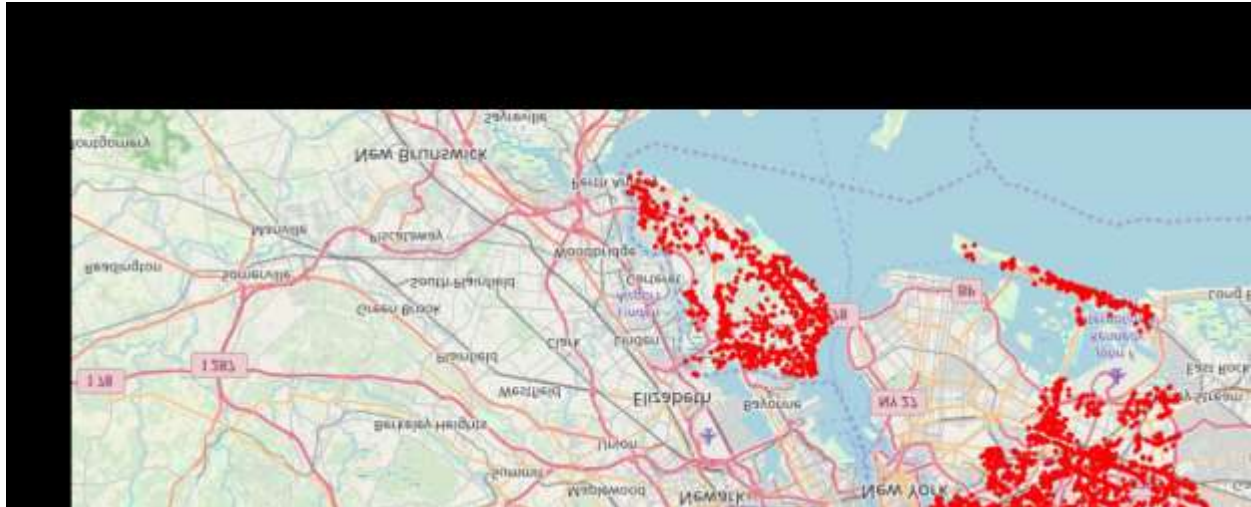
Bronx, Queens and Staten Island Neighborhoods Visualization :



Bronx, Queens and Staten Island Venues Visualization : The "BQS_venues" dataframe has 10805 venues and 387 unique venue types.



Bronx, Queens and Staten Island Venues Map Visualization :



4.RESULTS

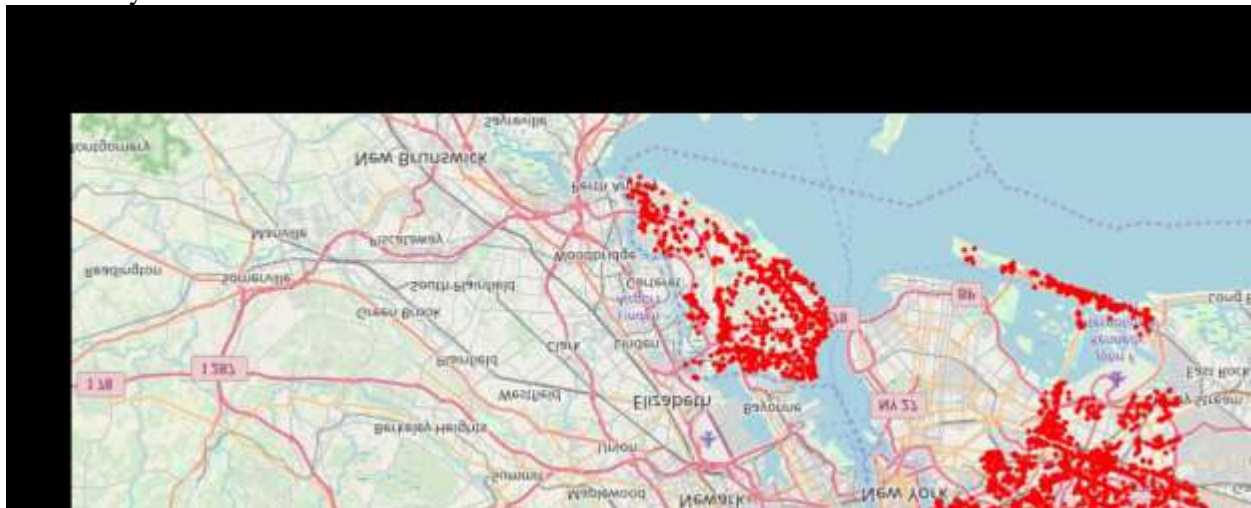
We filtered the venues data and used only the restaurant data for Brooklyn & Manhattan clustering and Bronx, Queens and Staten Island clustering. As we focused only on restaurants business.

Neighborhood K-Means clustering based on mean occurrence of venue category :

To cluster the neighborhoods into two clusters we used the K-Means clustering Algorithm. k-means clustering aims to partition n observations into k clusters in which each observation belongs to the cluster with the nearest mean. It uses iterative refinement approach.

Brooklyn & Manhattan :

In the below Map Visualization, we can see the different types of clusters created by using K-Means for Brooklyn & Manhattan.



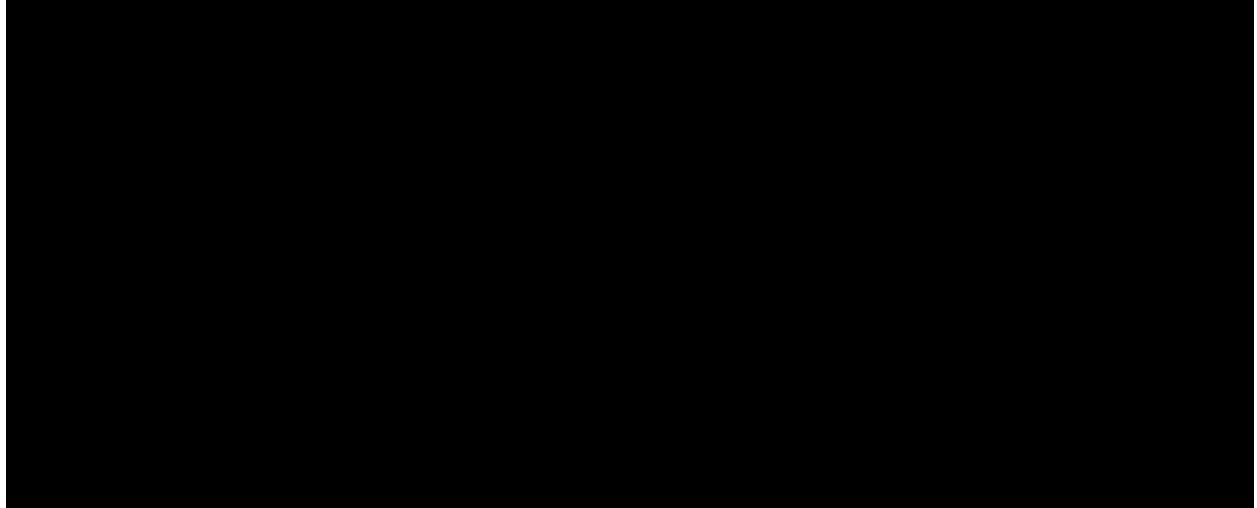
Cluster 0 : The Total and Total Sum of cluster0 has smallest value. It shows that the market is not saturated.

Cluster 1 : The Total and Total Sum of cluster1 has highest value. It shows that the markets are

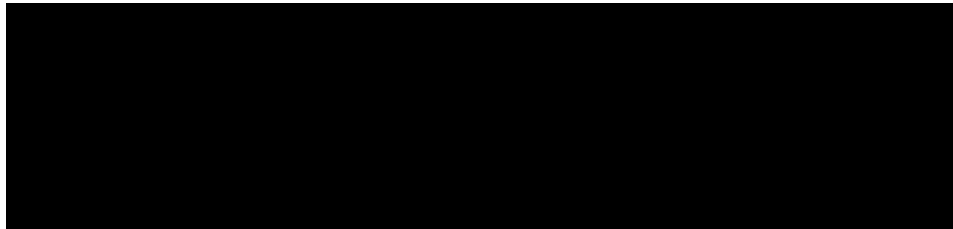
saturated. Number of restaurants are very high.
There are no untapped neighborhoods in Brooklyn and Manhattan.

Bronx, Queens and Staten Island :

In the below Map Visualization, we can see the different types of clusters created by using K-Means for Bronx, Queens and Staten Island.



Cluster 0 : The Total and Total Sum of cluster 0 has smallest value. It shows that the market is not saturated.



Cluster 1 : The Total and Total Sum of cluster1 has highest value. It shows that the markets are saturated. Number of restaurants are very high.
There are no untapped neighborhoods in Brooklyn and Manhattan.

Bronx, Queens and Staten Island :

In the below Map Visualization, we can see the different types of clusters created by using K-Means for Bronx, Queens and Staten Island.

Cluster 0 : The Total and Total Sum of cluster0 has smallest value. It shows that the market is not saturated. There are untapped neighborhoods. List is as given below.

Cluster1 : The Total and Total Sum of cluster1 has highest value. It shows that the markets are saturated. Number of restaurants are very high.

5.DISCUSSION:

1. There is scope to increase Farmers markets in Bronx, Queens and Staten Island.
2. There is scope to explore cuisines of various countries in Bronx, Queens and Staten Island.
3. In Manhattan and Brooklyn restaurants of cuisines of many countries are available. The risk can be taken with great menu on board. It also shows people love eating cuisines of various countries.

6.CONCLUSION:

This analysis is performed on limited data. This may be right or may be wrong. But if good amount of data is available there is scope to come up with better results. If there are lot of restaurants probably there is lot of demand. Brooklyn and Manhattan has high concentration of restaurant business. Very competitive market. Bronx, Queens and Staten Island also has good number of restaurants but not as many as required. So this can be explored.

As per the neighborhood or restaurant type mentioned like Indian Restaurant analysis can be checked. A venue with lowest risk and competition can be identified.