

A thick black L-shaped frame is positioned on the left and right sides of the slide, framing the central text.

THE BATTLE OF THE NEIGHBORHOODS

The Best neighborhood for new Italian restaurant



Problem Background:

- The City of New York is the most populous city in the United States. It is diverse and is the financial capital of USA. It is multicultural. It is a dream place for gourmet to seek delicious cuisine. Its food culture includes an array of international cuisines influenced by the city's immigrant history.
- As it is highly developed city so cost of doing business is also one of the highest. Thus, the market is highly competitive, 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.

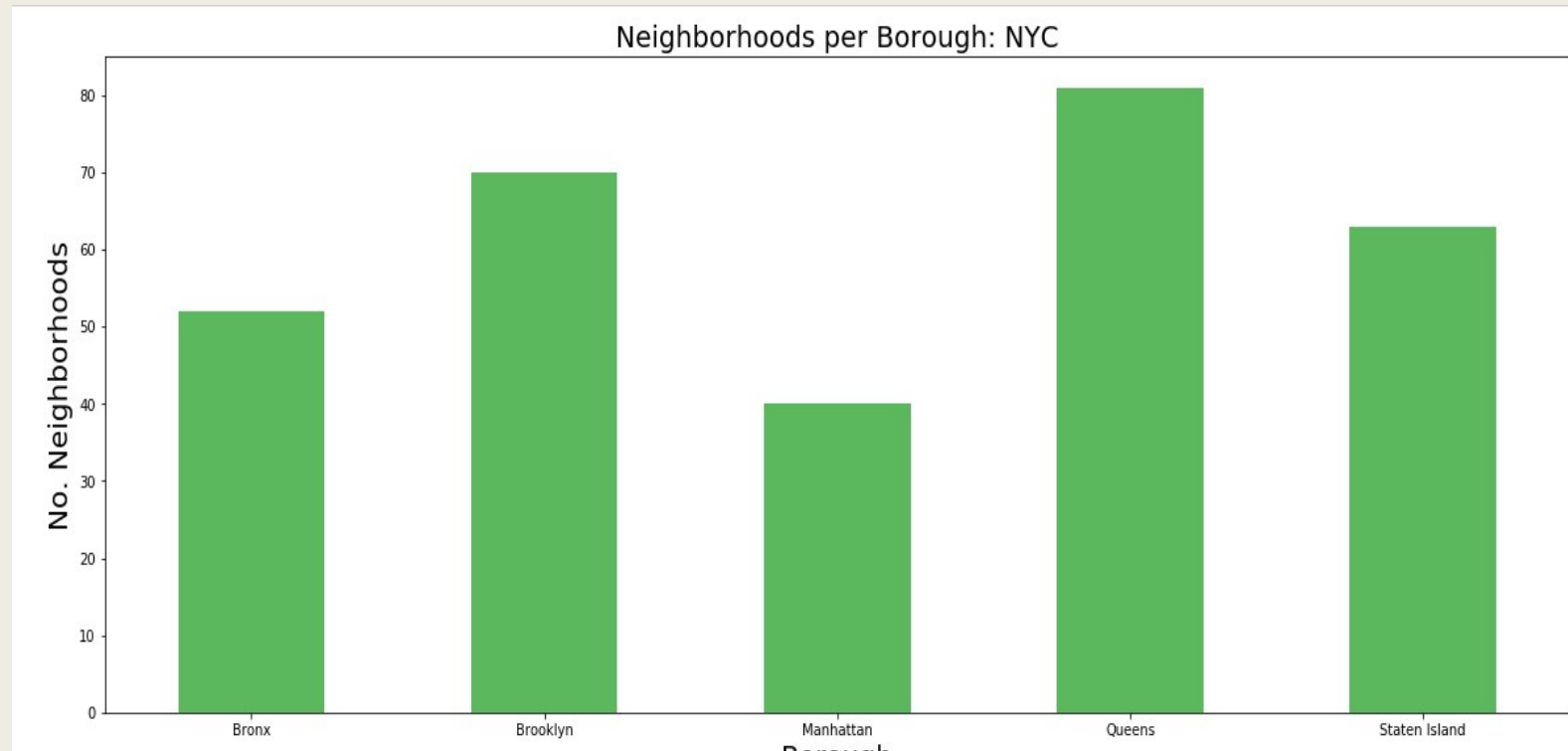
Problem Description:

- New York City attracts many to start their business in the food industry. It's food culture includes an array of international cuisines influenced by the city's immigrant history.
- Central and Eastern European immigrants, especially Jewish immigrants introduced bagels, cheesecake, hot dogs to New York. Italian immigrants brought New York-style pizza and Italian cuisine. Jewish immigrants and Irish immigrants is famous by making pastrami and corned beef. Chinese and other Asian restaurants, sandwich joints, trattorias, diners, and coffeehouses are ubiquitous throughout the city. 4,000 license were issued to mobile food vendors by the city. Middle Eastern foods such as falafel and kebabs examples of modern New York street food. It is famous for not just Pizzerias, Cafe's but also for fine dining Michelin starred restaurants. The city is home to "nearly one thousand of the finest and most diverse haute cuisine restaurants in the world", according to Michelin. it is impractical to run an analysis for each type of restaurant. Based on the maximum total numbers among these restaurants, I choose Pizza Place for the following report. The study of other types of restaurants can be conducted with the same method.

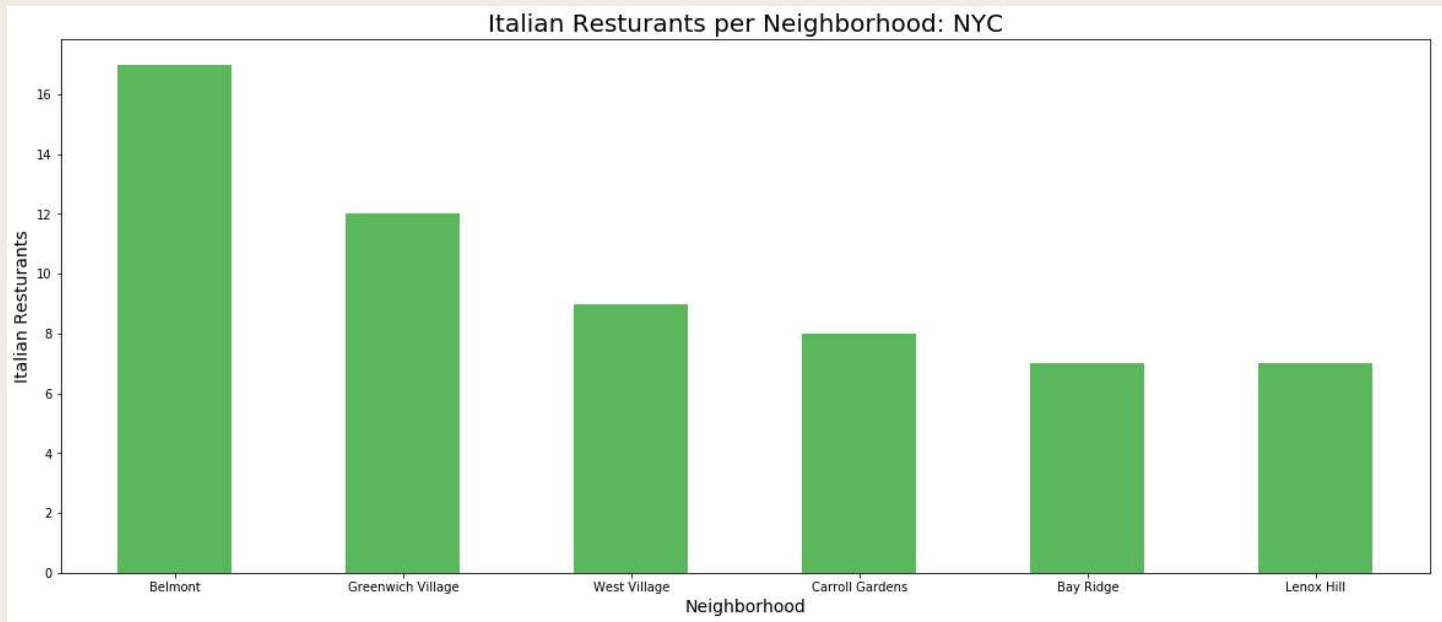
Data Preparation

- 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 exists for free 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. In this 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>
- Data 3 : For the below analysis we will get data from wikipedia as given below :
- New York Population New York City Demographics 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 https://en.wikipedia.org/wiki/List_of_Michelin_starred_restaurants_in_New_York_City
- Data 4 : New York city geographical coordinates data will be utilized as input for the Foursquare API, that will be leveraged to provision venues information 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.

Neighborhoods per Borough in NYC



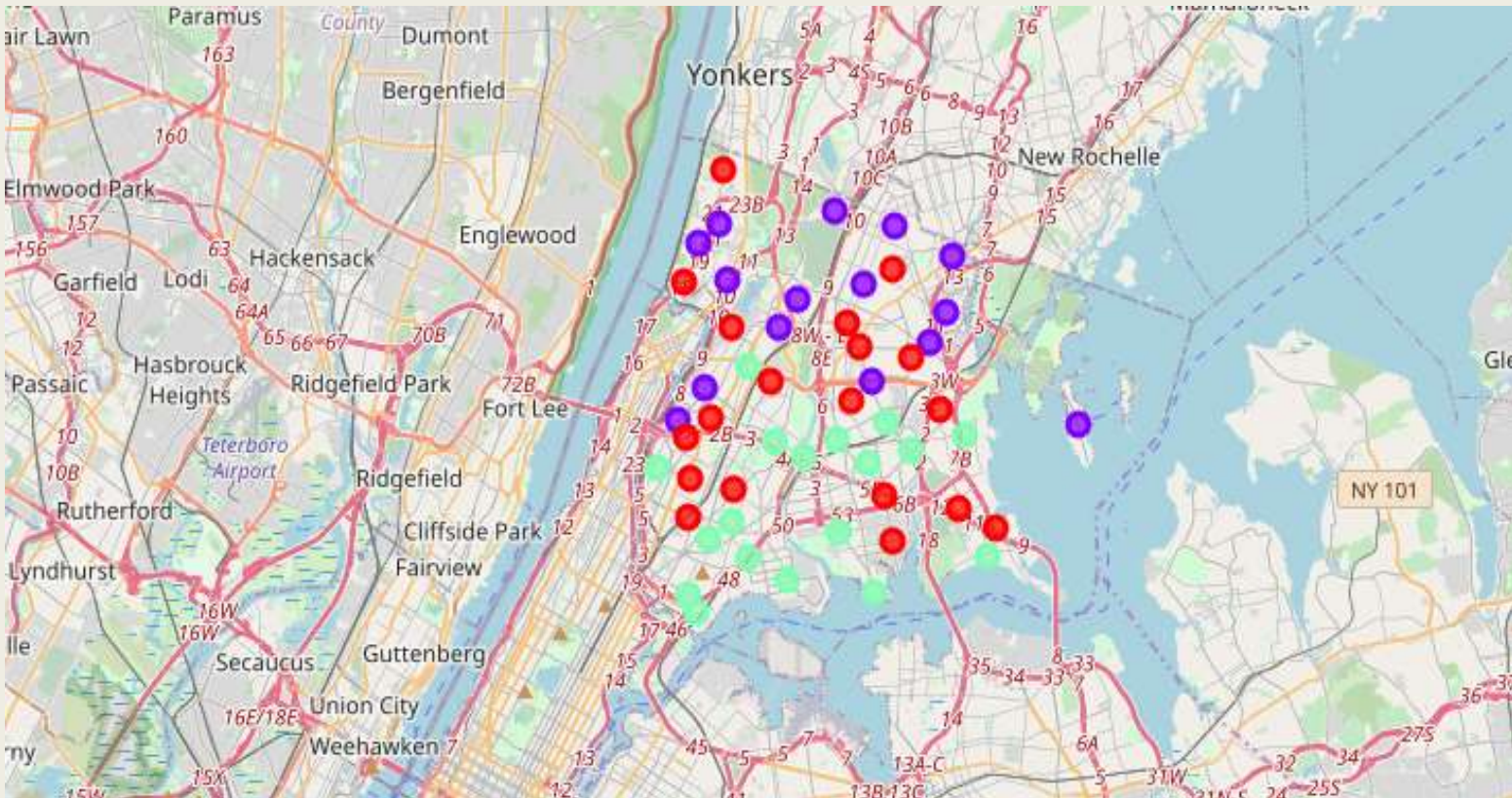
Italian Restaurants per Neighborhood



From previous chat we can see Belmont has the most Italian restaurants

Unnamed: 0	Borough	Neighborhood	ID	Name	
5	5	Bronx	Belmont	4acf80aef964a52025d420e3	Tino's Delicatessen
6	6	Bronx	Belmont	4af71916f964a520cf0522e3	Michaelangelo's Coal Fired Brick Oven Pizza Re...
7	7	Bronx	Belmont	59050f51b23dfa5f6649e678	Arthur Avenue Fiasco
8	8	Bronx	Belmont	4bb6470cef159c7465b275f7	Calabria Pork Store
9	9	Bronx	Belmont	4aa425bef964a5208e4520e3	Dominick's Restaurant
10	10	Bronx	Belmont	4af0fa29f964a52060e021e3	Antonio's Trattoria
11	11	Bronx	Belmont	4b5514c4f964a5207cda27e3	Enzo's
12	12	Bronx	Belmont	4c9b9e7b9c663704b90463fd	Gerbasi Ristorante
13	13	Bronx	Belmont	4c79d294278eb713f6a05580	Cafe al Mercato
14	14	Bronx	Belmont	4b5a4c8ff964a52049bb28e3	Emilia's Restaurant
15	15	Bronx	Belmont	4aa193d5f964a520124120e3	Mario's Restaurant & Catering
16	16	Bronx	Belmont	4bc22a22920eb713bcc51b2c	Tra Di Noi
17	17	Bronx	Belmont	4bc67f1104e8b713a833362d	Ann & Tony's - An Original Arthur Avenue Resta...
18	18	Bronx	Belmont	4cb0d382ef1b370419643e00	David Greco's Arthur Avenue Trattoria
19	19	Bronx	Belmont	53ff939c498e6b601dfa3979	San Gennaro Ristorante
20	20	Bronx	Belmont	4b5bc595f964a520431529e3	Pasquale Riggaletto's
21	21	Bronx	Belmont	44941e38f964a52081341fe3	Arthur Avenue Cafe

From Folium map



Conclusion

The Bronx has the least number of Italian restaurants per borough. However, of note, Belmont of The Bronx is the neighborhood in all of NYC with the most Italian Restaurants. After studying the Bronx's neighborhoods for Italian restaurants for our client.

