



New Japanese Restaurant in New York City

Coursera Capstone

December 2020

Business problem

This Capstone project:

- analyses and selects the appropriate locations in the New York to open Japanese restaurant
- provide the best location where the investor should open a new Japanese Restaurant

Data

Required data:

- Data about New York City, including the neighbourhoods and boroughs
- Coordinates (latitude and longitude) of these neighbourhoods
- Venue data related to restaurants

Data sources:

- Open data source https://cocl.us/new_york_dataset
- Geocoder package
- Foursquare API

Methodology

- Data collected from https://cocl.us/new_york_dataset, cleaned and processed into a data frame.
- Foursquare API was used to locate all venues and then filtered by Japanese restaurants.
- Likes, Ratings and Tips from Japanese restaurants were counted and added to the data frame.
- Data were sorted based on their ranking.
- Data and results were visualized using appropriate Python libraries

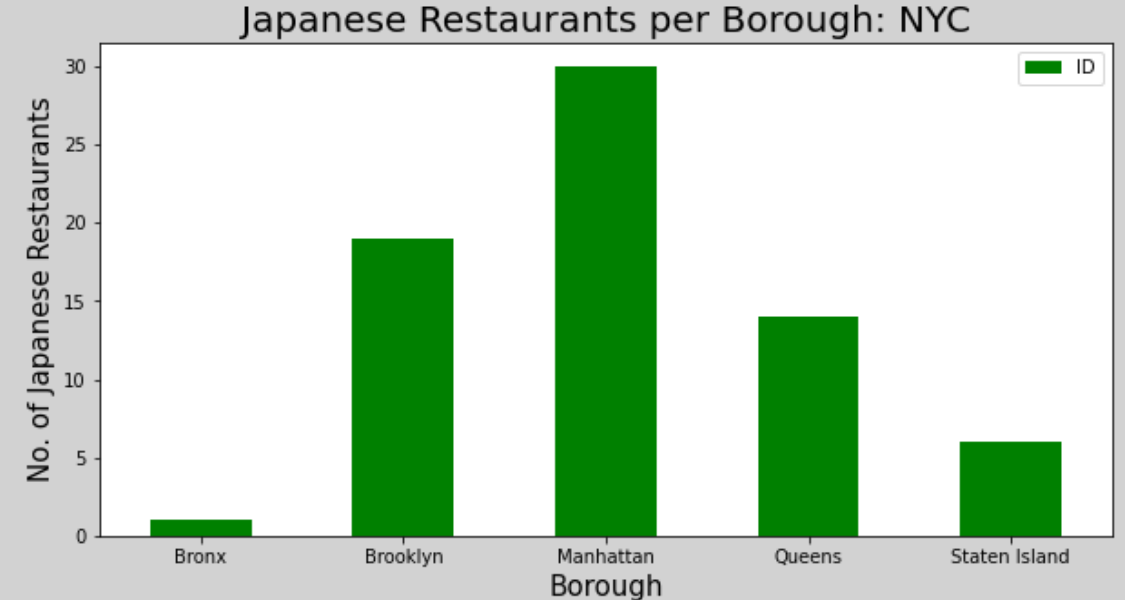
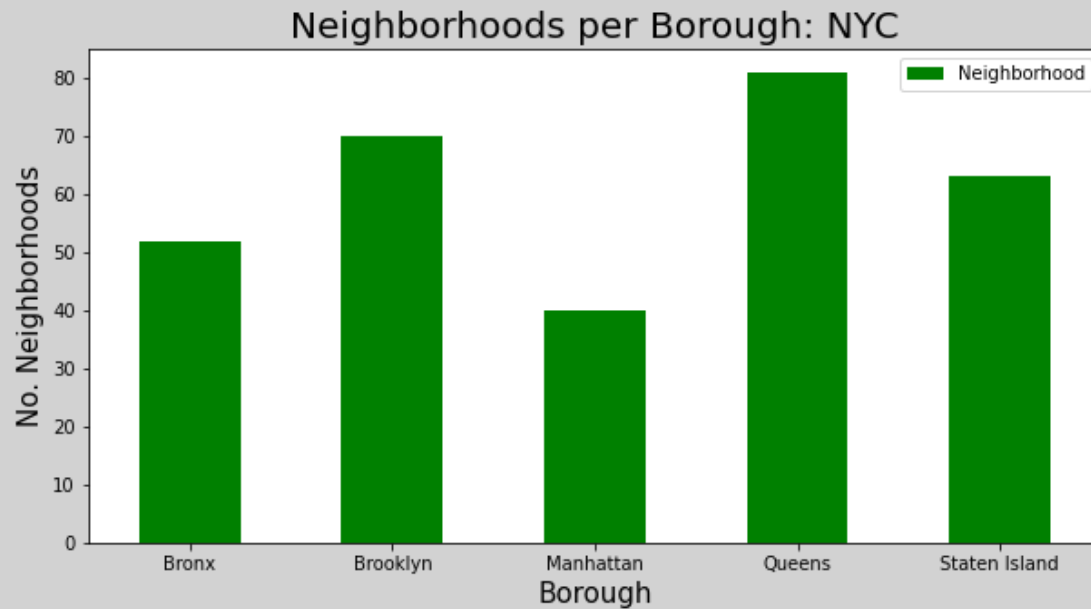
Results

- Location of Japanese restaurants in New York City with average rating greater than or equal 8



Results

- Borough with the highest number of Neighbourhoods - Queens
- Manhattan has the highest number of Japanese restaurants, although it has the least number of neighbourhoods



Results

- Brooklyn has the highest average rating (8.26) for Japanese Restaurants
- Manhattan has the highest average rating very slightly lower than Brooklyn, that is, 8.245



Discussion Section

- Brooklyn and Manhattan – the best locations for Japanese cuisine in New York City
- Brooklyn is more promising because:
 - Brooklyn has a smaller number of Japanese restaurants (about 30% less) than Manhattan, and this makes the competition easier;
 - at the same time both boroughs have high average rating: Brooklyn has 11 neighbourhoods with average ratings exceed 8.0 (on scale 1.0 to 10.0) for Japanese restaurants and Manhattan has 10 such neighbourhoods
- Recommended neighbourhoods in Brooklyn (with the highest average rating): Boerum Hill, Cobble Hill, Fort Greene, North Side and Park Slope

Conclusion

- The answer to the project's question "What is the best location where the investor should open a new Japanese Restaurant?" has derived
- The findings of this project help investors to understand Pros and Cons of different New York City boroughs and neighbourhoods in terms of opening a Japanese restaurant



Thank you!