

Capstone Project - Battle of the Neighborhoods

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Business Problem

The objective of this Capstone Project is to analyse and select the best locations in the city of NY, to open a cozy Mexican restaurant. Using Data Science we will be able to achieve the answers to the business problem :



Where in the city of NY should the investor open a Mexican restaurant?

Data Required:

To solve the problem, we will need the following data:

- ✓ New York City Data containing neighborhoods and boroughs.
- ✓ Latitude and longitude coordinates of the neighborhoods, this will also assist in plotting the map.
 - ✓ We will also require venue data, related to restaurants.

Sources:

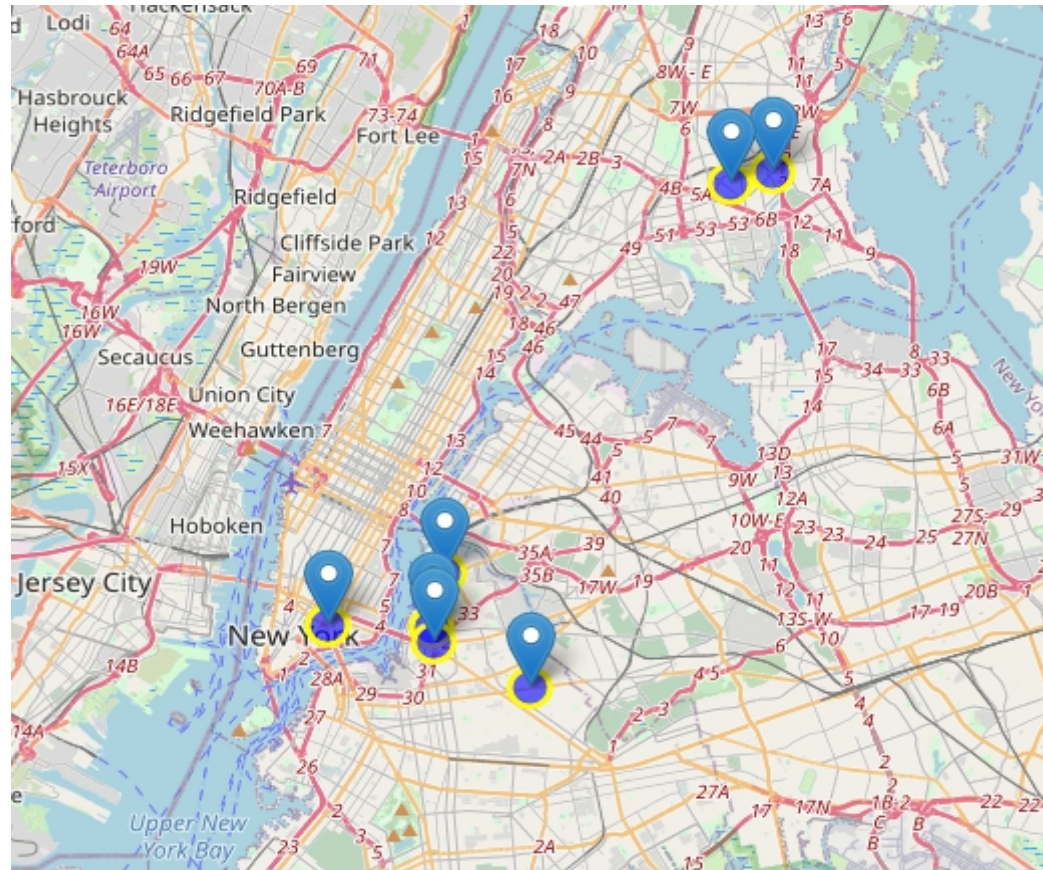
- ✓ New York City data containing the neighborhoods and boroughs, latitudes, and longitudes will be obtained from the data source: https://cocl.us/new_york_dataset
- ✓ All data related to locations and quality restaurants will be obtained via the FourSquare API utilized via the Request library in Python.

Methodology

- Data will be collected from https://cocl.us/new_york_dataset and cleaned and processed into a data frame.
- FourSquare be used to locate all venues and then filtered by Mexican restaurants. Ratings, tips, and likes by users will be counted and added to the data frame.
- Data will be sorted based on rankings.
- Finally, the data be will be visually assessed using graphing from Python libraries.

Results:

- ❖ Manhattan has the highest number of Mexican Restaurants compared to the other boroughs
- ❖ Manhattan has the highest average rating compared to the other boroughs



Discussion

- ◆ Based on the results, Manhattan, Brooklyn and Bronx are the best locations for a Mexican Restaurant



Conclusion

- Manhattan and Brooklyn have the best rated Mexican restaurants on average.
- Staten Island and The Bronx have the least amount of Mexican restaurants per borough.
- However, Manhattan and Brooklyn has the highest number of Mexican Restaurants in all of NY.
- Despite Manhattan having the least number of neighborhoods in all five boroughs, it has the most number of Mexican restaurants.
- Manhattan and Brooklyn are the best locations for Mexican Restaurant in NYC.
- To have the best shot of success, I would open a Mexican restaurant in Brooklyn.
- As a final note, all of the above analysis is depended on the accuracy of Four Square data. A more comprehensive analysis and future work would need to incorporate data from other external databases.

End.

