

Opening a Mediterranean Restaurant in New York

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Slide 1

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Outline

- OBJECTIVES
- SOCIAL AND CULTURAL FRAMEWORK
- METHODOLOGY
- BEST MEDITERRANEAN RESTAURANTS IDENTIFICATION
- CLUSTERING
- CONCLUSION

AREA OF STUDY & OBJECTIVES

- The main interest of the Business to be started as a Mediterranean Cuisine restaurant would be to know about the many criteria that leads to come to a data driven conclusion for selecting the best neighborhood for opening one. But some of the criteria we are going to be focusing on in our project is as follows:
- Best Neighborhood for opening Restaurant in New York.
- Area which lack Mediterranean Restaurants.
- Places with best Mediterranean Restaurants.
- Areas with Potential Mediterranean Restaurants.



Cultural Framework

New York has been a center for international diplomacy and trade. Additionally, millions of tourists visit this cosmopolitan metropolis looking for its culture, history, restaurants and impressive buildings and constructions.

New York as a worldwide cultural melting pot is full of opportunities in culture theme business. Opening a restaurant, which offers a worldwide cuisine or representative food of a region or country could represent an important economic opportunity.



Data Information

New York neighborhood and the Geo-spatial data was obtained from:

Data source : https://cocl.us/new_york_dataset

Geo-spatial data of the New York would be acquired by the following

source: <https://data.cityofnewyork.us/City-Government/Borough-Boundaries/tqmj-j8zm>

Finally the data going to be collected from the Foursquare API about the restaurants in each neighborhood of New York city that include Mediterranean Restaurants.

Data source : Foursquare

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.

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



Methodology

The methodology to follow will be :

Acquire the data from the various sources as mentioned below,

Filter the data for the required data acquired from Foursquare which is only about Mediterranean Restaurants.

Acquire the tips and from that get the rating of every restaurant in the neighborhood of New York.

Visualize the findings using Matplotlib and Folium for better understanding.

Cluster New York Neighborhoods and compare those which cluster together and has the best Mediterranean Cuisine

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Discussion New York

New York Boroughs & Neighborhoods :

5 Bouroughs and 306 Neighborhoods distributed

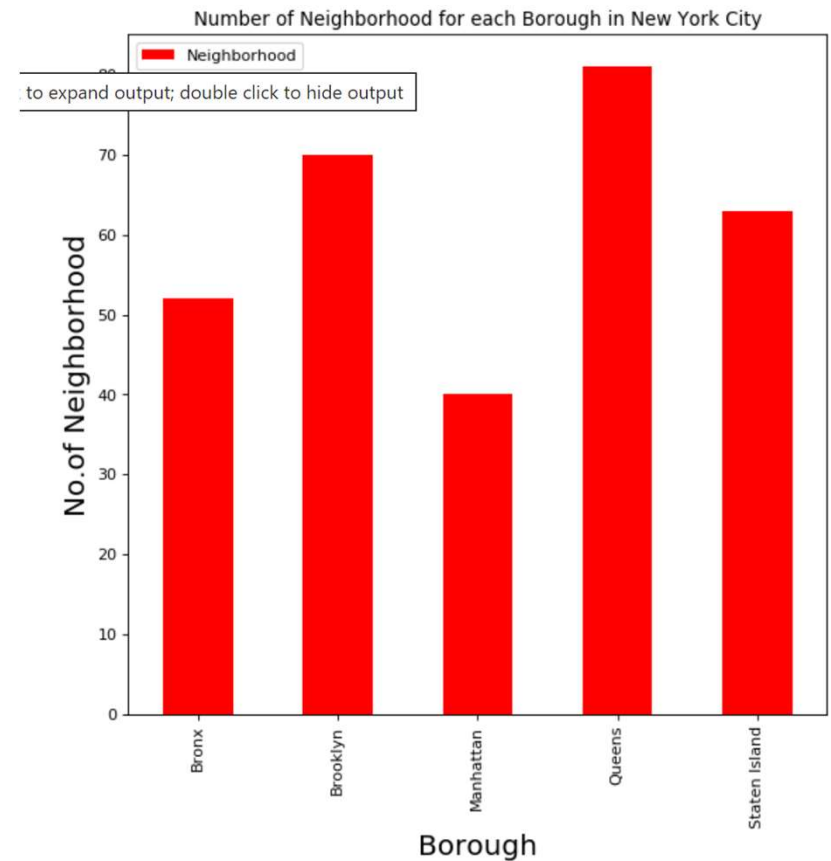
Queens 81

Brooklyn 70

Staten Island 63

Bronx 52

Manhattan 40



Discussion Mediterranean Restaurants, New York

Mediterranean Restaurants in New York Boroughs :

Queens 14

Brooklyn 12

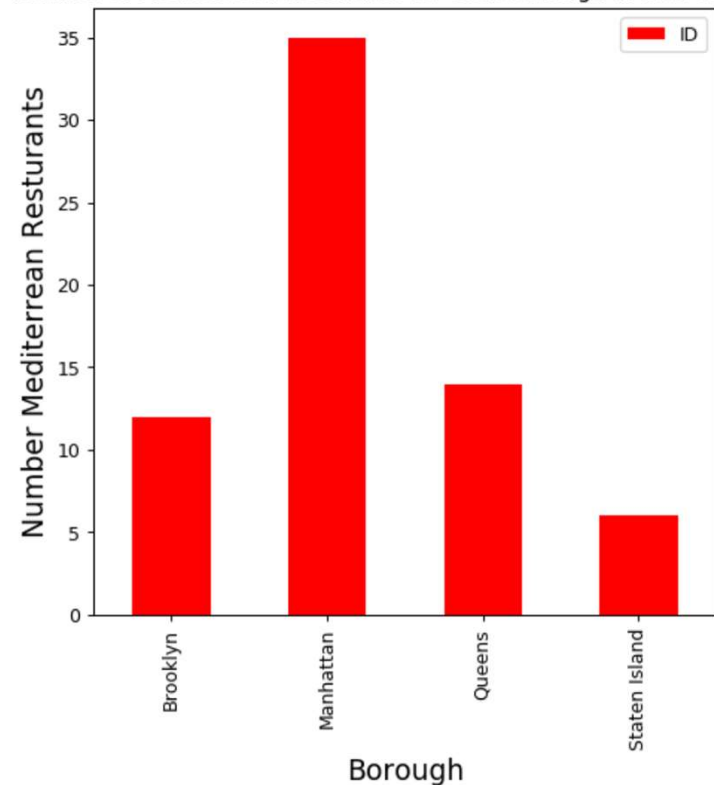
Staten Island 6

Bronx 0

Manhattan 35

The highest numbers of Mediterranean restaurant are located in Manhattan, which is logic because is the center of New York economic (Office locations). Bronx does not have any Mediterrean Restaurant. Is it an opportunity in Bronx?

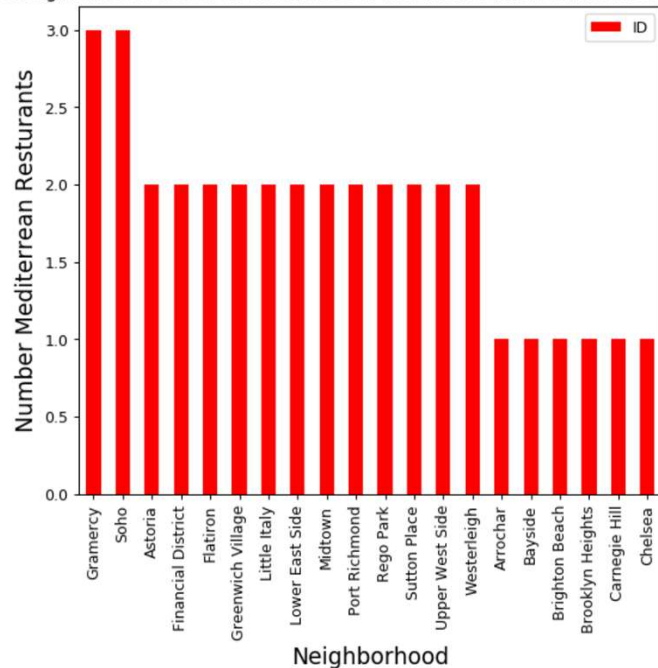
Number of Mediterrean Resturants for each Borough in New York City



Discussion Mediterranean Restaurants, New York

Mediterranean Restaurants in New York Neighborhoods. 49 Restaurants with Rating and tips :

Top 15 Neighborhoods based on the number of restaurants which serves Mediterrean cuisine



Top 10 neighborhoods with highest rating :

| | Neighborhood | Average Rating |
|----|-------------------|----------------|
| 35 | West Village | 9.30 |
| 19 | Little Italy | 9.25 |
| 31 | Soho | 9.20 |
| 13 | Greenwich Village | 9.20 |
| 18 | Lincoln Square | 9.00 |
| 32 | South Side | 9.00 |
| 36 | Williamsburg | 9.00 |
| 5 | Clinton | 9.00 |
| 25 | Murray Hill | 8.90 |
| 24 | Midtown | 8.85 |

Borough Mediterranean Restaurants rating :

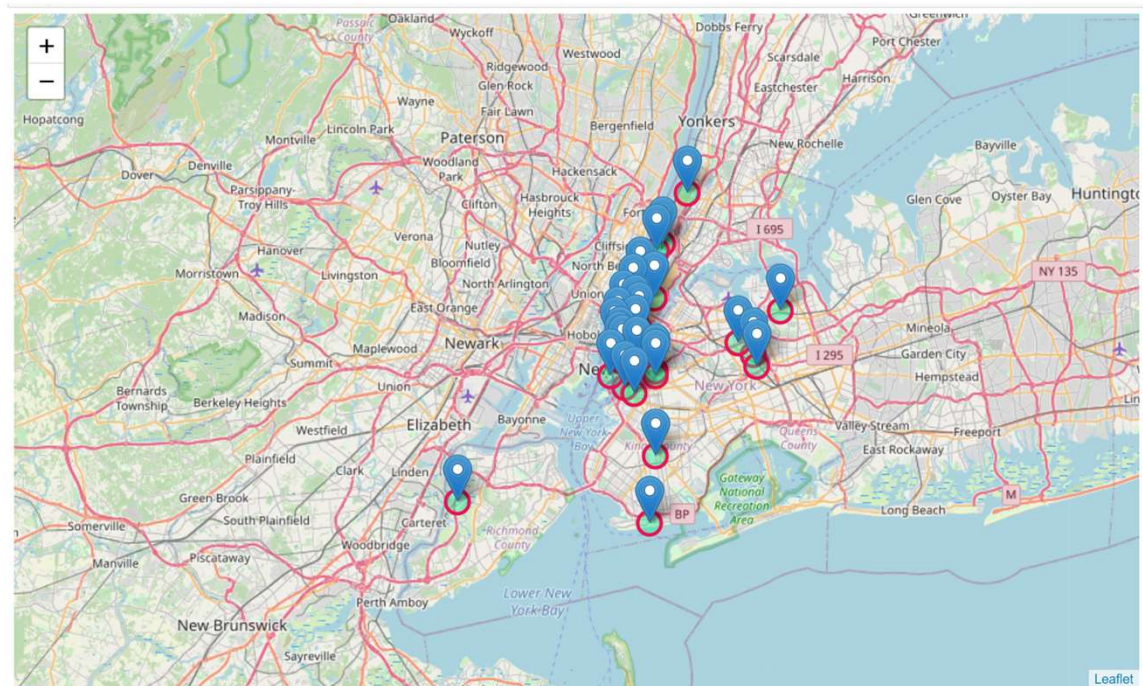
| | Borough | Average Rating |
|---|---------------|----------------|
| 1 | Manhattan | 8.781481 |
| 3 | Staten Island | 7.600000 |
| 0 | Brooklyn | 7.411111 |
| 2 | Queens | 7.125000 |

Discussion Mediterranean Restaurants, New York

New York Map Location with Mediterranean Restaurant with outstandings rating (Foursquare rating higher than 8.0).

It could be appreciated the high density of outstanding restaurants in Manhattan, but very low density in Brooklyn and Queens and Long Island.

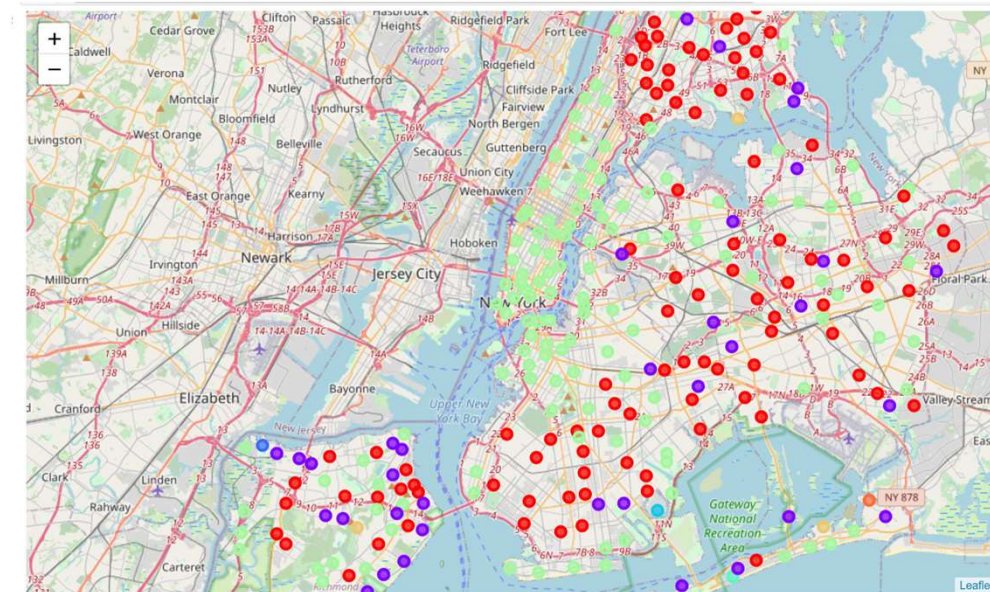
Opportunities in Brooklyn, Queens, Long Island and Bronx?



New York Cluster Neighborhood Cluster Analysis

- New York Cluster was done running k-means method to cluster the neighborhood. We selected 8 clusters as a previous criteria because it was the best way to have separations of cluster based in the best criterias and least errors.
- It looks clearly how Manhattan neighborhoods is dominated by the same type and how getting out of Manhattan you start getting different kind of neighborhoods.

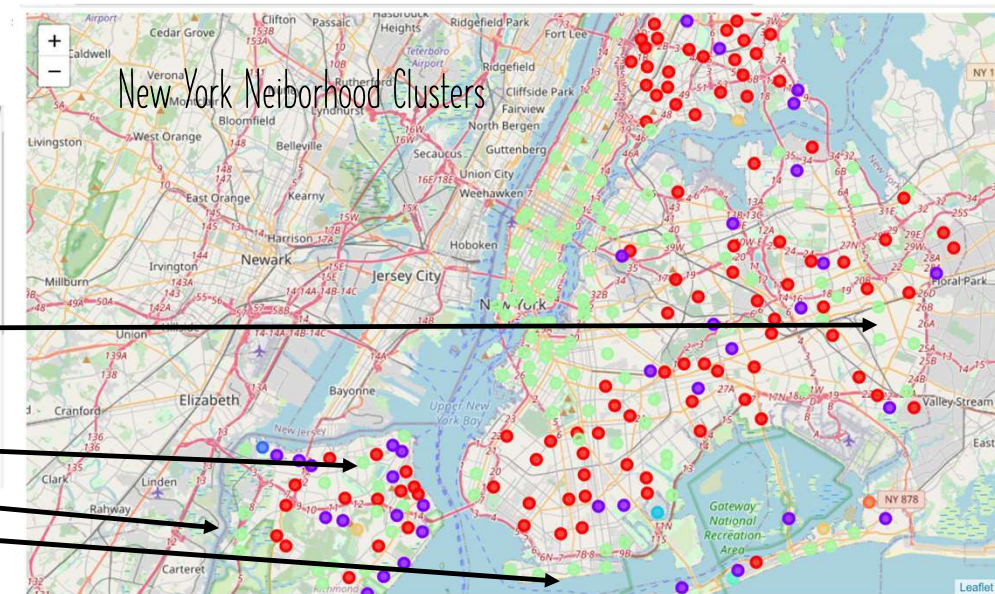
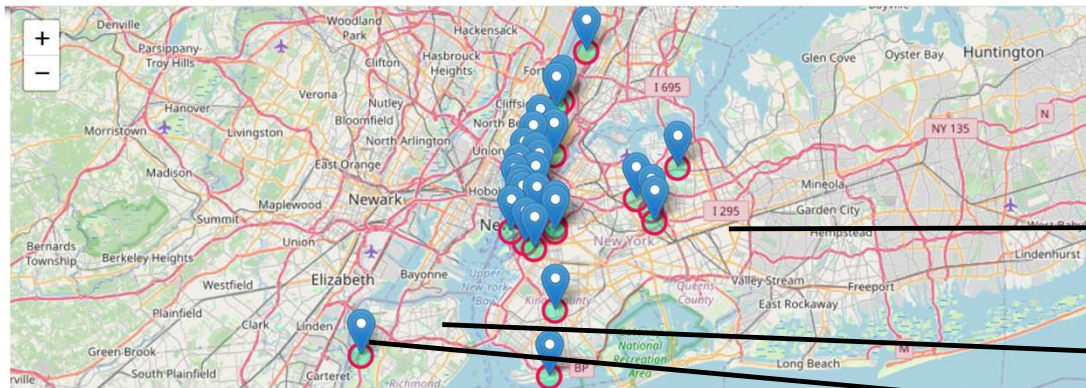
New York Neighborhood Clusters



New York Cluster Neighborhood Cluster Analysis

- The main criteria to choose the Mediterranean opportunities location are based first in the selection of a neighborhood without Mediterranean neighborhood but with the condition that that neighborhood is similar to neighborhoods with outstanding Mediterranean restaurant. We are trying to copy the same success of previous Mediterranean restaurants.

Best Mediterranean restaurants



CONCLUSION

- The best Boroughs for opening a Mediterranean Restaurant in New York are: Queens, Brooklyn and State Island.
- Manhattan is already saturated with Mediterranean restaurant too much competition.
- We don't recommend to open a Mediterranean restaurant in Bronx because lack of neighborhood similar to those one with successful Mediterranean restaurants.
- Four areas were identified as good prospect to opening a Mediterranean Restaurant. Two areas in Long Island one in Brooklyn and other one in Queens. The Neighborhoods suggested area: ST. George, Bloomfield and Travis in Long Island. Conney Island in Brooklyn and Bellaire and Jamaica Center in Queens

