

## **1. Introduction & Business Problem :**

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 provides lot of business opportunities and 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.

### **Business Problem**

The City of New York is famous for its excellent cuisine. Its food culture includes an array of international cuisines influenced by the city's immigrant history. Sushi restaurants have become so popular in the United States now it seems that there is one on every corner, not only in major cities but also in smaller cities. Starting a sushi restaurant can be a great business opportunity, but you need to distinguish yourself from others to enjoy long-term success.

If you plan a real restaurant that can demand higher prices for fresh fish, delivered daily from Japan, focus on neighborhoods and outlets that already attract a sophisticated Japanese client. If you plan a cheap buffet restaurant, points to the masses looking for affordable high-traffic locations with large shopping centers and other local points of interest.

My client wants to open his business in Manhattan area, so I focus on that borough during my analysis. We define potential neighborhood based on the number of sushi bars which are operating right in each neighborhood. Manhattan has full potential but also is a very challenging district to open a business because of high competition. New sushi bar should be open in an area that inadequate neighborhood in this way the bar

can attract more customers. Therefore, this analysis necessary to ensure that we have enough customers and that we are not so close to other sushi places.

## 2. Data

**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](https://geo.nyu.edu/catalog/nyu_2451_34572)

	Borough	Neighborhood	Latitude	Longitude
0	Bronx	Wakefield	40.894705	-73.847201
1	Bronx	Co-op City	40.874294	-73.829939
2	Bronx	Eastchester	40.887556	-73.827806
3	Bronx	Fieldston	40.895437	-73.905643
4	Bronx	Riverdale	40.890834	-73.912585

**Data2:** Newyork 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.

In addition, Sushi category Id 4bf58dd8d48988d1d2941735 is used for retrieving data from Foursquare API.