The Battle of the Neighborhoods – Report

1. **Introduction and Business Problem**

   The City of New York is the most populous city in the U.S. It is diverse and is the financial capital of the world. It is multicultural and provides business opportunities and a business friendly environment. It has attracted many different players into the market. As it is a major centre for banking, finance, retail, world trade, transportation, tourism, real estate, media, advertising and many more, it is very competitive. Due to this state of being highly developed the costs of doing business are also amongst the highest in the world. Hence, any new business venture or expansions need to be analysed carefully. The insights derived from the following analysis will give a robust understanding of the business environment which helps to segment the market and target and target it appropriately to minimise the risk.

   Business Problem

   Being known for its outstanding international cuisine, influenced by the city's immigrant history, Indian restaurant have become very popular over the last decades. As you can find Indian restaurants in almost every city in the world by now this means it is a very highly competitive market, but with a great chance when being done right as there is a high demand by the inhabitants.

   My client, a Indian restaurant chain in the medium sector, wants to open a business in New York. Based on the premises of the chain, we're looking for a location with high-traffic e.g. in shopping malls or other points of interest. Following questions will be answered:
   1. Which are the areas of NYC with great Indian restaurants?
   2. What is the best location for Indian cuisine in NYC?
   3. Which areas are potential areas to open a business?
   4. Which are the areas with no Indian restaurant currently available?
   5. What's the best place to stay if you like Indian cusine?

2. **Data**

   New York City's demographics show that is a large and culturally diverse metropolis. This also brings a broad range of different food specialties with it, with many restaurants offering different regional cuisines like Chinese, Italian, French, Indian etc.

   For this project we need the following data:
   - New York City data that contains a list of Boroughs, Neighborhoods along with their latitude and longitude.
     - Data Scource: https://cocl.us/new_york_dataset
     - Description: This data set contains the required information and we will use this information to explore various areas of NYC.
   - Indian restaurants in each neighborhood of NYC
     - Data Source: Foursquare API

- o Description: By using this API we will get all the venues in each neighbourhood. We can filter these venues to only Indian restaurants
- GeoSpace data
  - o Data Source: https://data.cityofnewyork.us/City-Government/Borough-Boundaries/tqmj-j8zm
  - o Description: By using this geo space data we will get the New York Borough boundaries that will help visualize the map