

Opening an Asian restaurant in Queens, New York City

1.Introduction

New York City is the largest city in the United States with over 8 million residents. The city is the home to people from a diverse set of backgrounds and ethnicities. Asian Americans make up 11.8% of the population, more than a million¹. It provides many business opportunities that can serve the Asian population in many ways, including food industry.

New York City has five boroughs, including Bronx, Manhattan, Queens, Staten Islands, and Brooklyn. Among these five boroughs, Queens has the biggest Asian population with more than 550,000 residents, according to the 2010 US census².

1.1 problem statement

In this project, I identify best neighborhoods in Queens to open an Asian restaurant based on three criteria: The total number of restaurants, the number of Asian restaurants, and the Asian population within a neighborhood. The best location has the minimum number of restaurants and a reasonable Asian population as the potential customers.

1.2 Interest and target audience

The outcome of this project can be helpful for businessmen and businesswomen who want to open an Asian restaurant in Queens and are looking for the place for the restaurant. It can also provide insights to restaurants owners who want to invest in a chain store.

¹ Data commons, Retrieved from <https://datacommons.org/>

² U.S. Census Bureau, Retrieved from https://www1.nyc.gov/assets/planning/download/pdf/planning-level/nyc-population/census2010/t_sf1_p9_nyc.pdf