

The Battle of Neighbourhoods



EXPLORE INDIAN RESTAURANTS IN NEW YORK CITY

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INTRODUCTION –Business Scenario



Shortlisting Indian restaurant/s to be featured on a show under the “**Travel and Tourism**” category.

DATA SOURCES

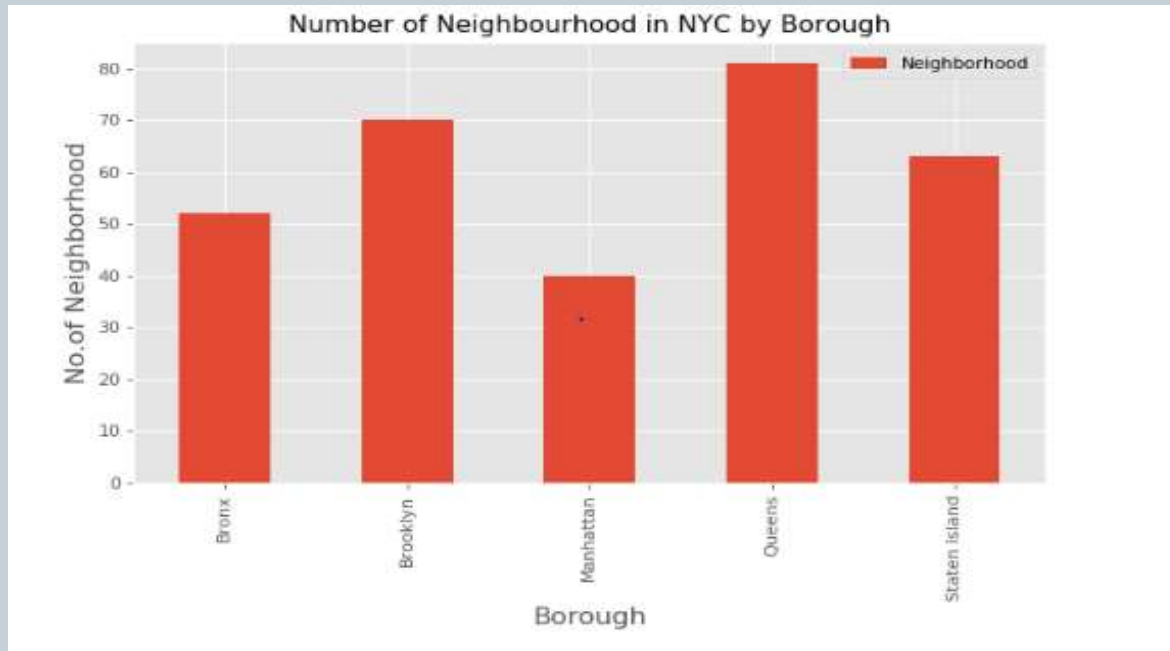


- https://cocl.us/new_york_dataset
- Foursquare API to get list and attributes of Indian restaurants in NYC

RESULTS



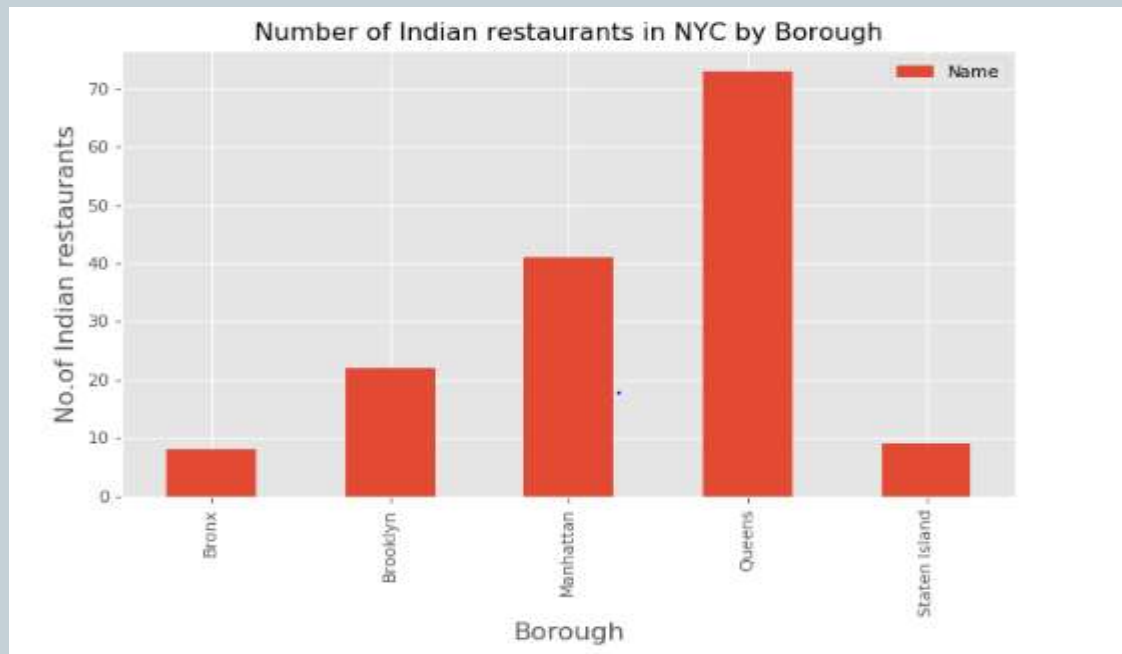
1) On analysing the data in https://cocl.us/new_york_dataset. It is observed, that NYC has 5 Boroughs and Queens has the highest number of Neighbourhoods with a count of 81.



RESULTS (contd.)



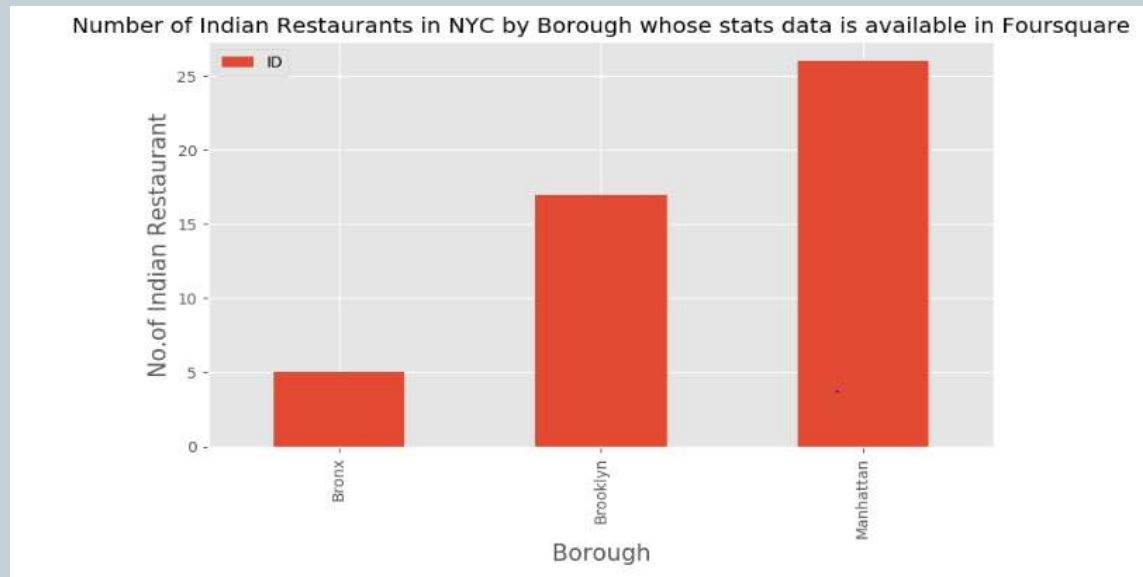
2) Using the Foursquare API, I extracted the data for all Indian restaurants across Boroughs and could see the Queens borough has the highest number of Indian restaurants with a value of 73.



RESULTS (contd.)

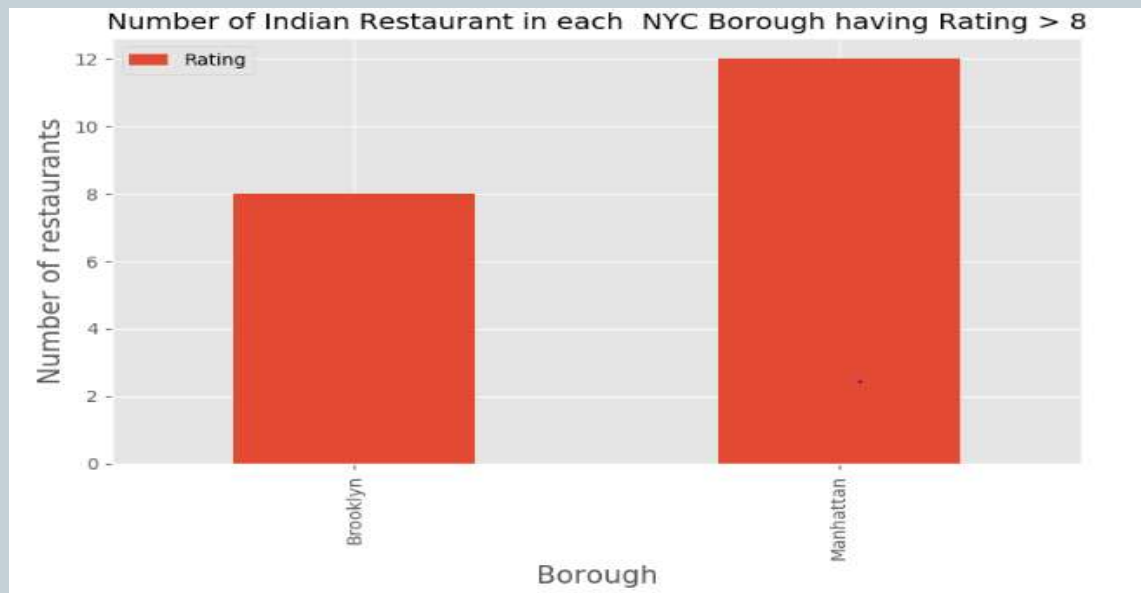


3) Out of 154 Indian restaurants , only 48 have relevant stats in the Foursquare API.



RESULTS (contd.)

4) Out of the 48, 20 restaurants have a rating greater than 8 and are mostly spread across Manhattan and Brooklyn boroughs.



RESULTS (contd.)



5) List of the Top 10 restaurants based on rating, likes and tips. 7 in Manhattan and 3 in Brooklyn.

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In [30]: indian_res_top_10 = indian_res_rating_8.sort_values(by=['Likes', 'Tips'], ascending=False).head(10)
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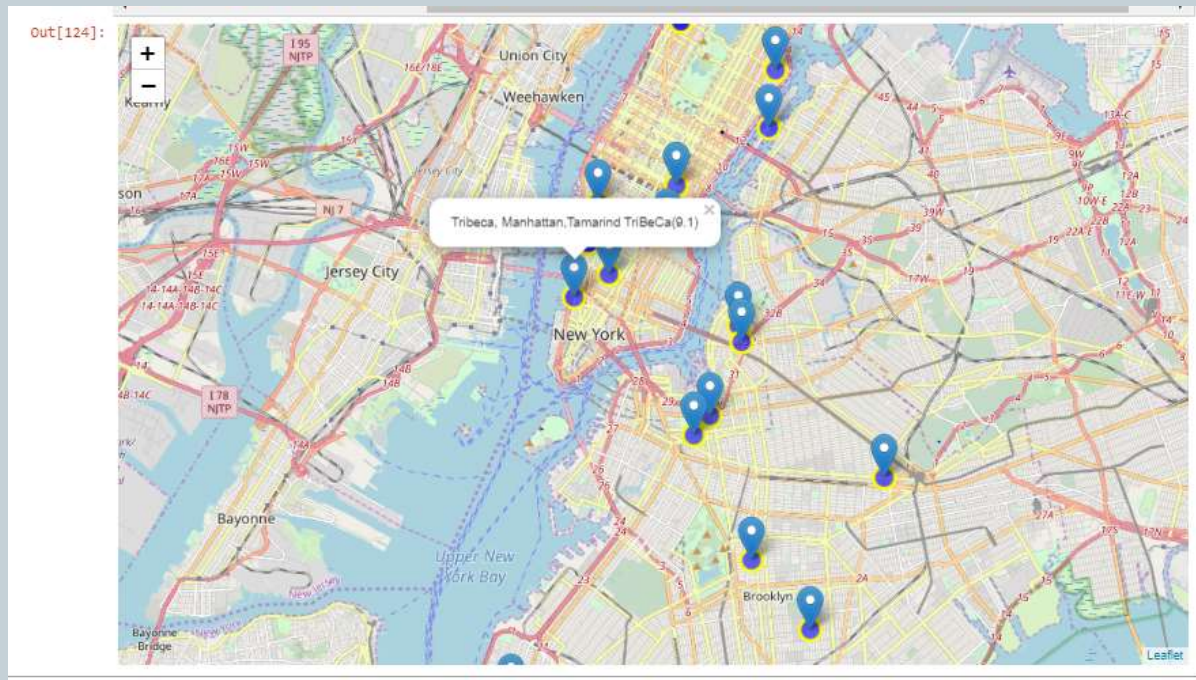
```
In [31]: indian_res_top_10
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Out[31]:
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	Borough	Neighborhood	ID	Name	Likes	Rating	Tips
40	Manhattan	Tribeca	4bbb9dbded7776b0e1ad3e51	Tamarind TriBeCa	590	9.1	148
49	Manhattan	Gramercy	4a70a75bf964a52016d81fe3	Bhatti Indian Grill	421	8.7	160
32	Manhattan	Yorkville	5272ca4511d22488f6895caf	Drunken Munkey	208	8.5	61
33	Manhattan	Roosevelt Island	4fe4fb50c2eee335e4fea69d	Moti Mahal Delux	186	8.4	83
42	Manhattan	West Village	591794df2be42556988e4a8e	Rahi	115	8.7	24
38	Manhattan	Chelsea	4b4aab62f964a520978c26e3	Dil-e Punjab Deli	108	8.7	44
35	Manhattan	Upper West Side	42489a80f964a5208b201fe3	Swagat	106	8.4	39
22	Brooklyn	North Side	5631511b498e3d6d7e0a4df0	Tikka Indian Grill	95	8.5	29
23	Brooklyn	South Side	5631511b498e3d6d7e0a4df0	Tikka Indian Grill	95	8.5	29
16	Brooklyn	Prospect Lefferts Gardens	4bb93b70cf2fc9b6fe64a002	Gandhi Fine Indian Cuisine	81	8.6	47

RESULTS (contd.)

6) Plot restaurants having rating > 8 on the Map using Folium



DISCUSSION



- Though the data shows Queens has more Indian restaurants, the top restaurants in New York City are spread across Manhattan and Brooklyn. This implies multiple things:
- Is the data accurate?
- Is it a good option to go by the outcome of this data analysis or should we consider other methods to shortlisting the restaurant? For example: word of mouth or advertisements look for Michelin starred restaurants, etc.
- The number of people using the Foursquare application may be very less or the number of people rating Indian restaurants in particular maybe less or inconsistent. Should Foursquare work more on promoting the usage of the application or create awareness among people?
- Should data be considered from other similar apps such as the Google Places App or Yelp?

CONCLUSION



- Based on the data set taken, Queens Borough has the highest neighbourhoods as well as the highest number of Indian restaurants.
- Most of the Indian restaurants having a rating of more than 8.0, highest likes and tips are in Manhattan, followed by Brooklyn.
- Out of the top 10 restaurants listed as part of the analysis, 7 are in Manhattan and 3 are in Brooklyn.
- Manhattan is the better option as there is more number of highly rated restaurants.
- Tamarind TriBeCa looks like a go-to option for the show with a rating of 9.1, 591 likes and 148 tips.