

The location to open a Chinese restaurant in Manhattan

1. Introduction/Business Problem

A client had been migrated to America and lived in Manhattan for several years, and now she has a lot of spare time of her own since her youngest child started to go to school this year. She enjoys Chinese food a lot and so do her friends. But all the Chinese food around had been changed a lot to adapt to the native's flavor such as the famous Panda express. She want to open an authentic Chinese restaurant for overseas Chinese as target customers. As for location, considering she had to pick up her children after school, she wants to choose a venue near where she live in Manhattan. The second strong reason is that Manhattan is the second popular migrating city for oversea Chinese.

So she wants to know:

1. Where do Chinese restaurants concentrate in Manhattan?
2. In that area what else attracts customers most?
3. What flavor is well acclaimed?
4. a possible additional competitor analysis

Data science will be used to weigh between the location and cuisine of restaurants, using data gathered from the website foursquare.com.