

Battle of the Neighborhoods- Mediterranean Restaurants in New York City

Introduction

New York City is a melting pot for cultures and cuisines. You should be able to find any types of cuisines you can imagine in city of New York!

One of the most delicious and diverse cuisines is Persian (Iranian) food. Persian cuisine's diversity comes from the variety of cultures in Iran. There are endless varieties of dishes and breads; made with ingredients that are native to Iran, such as saffron, pistachios and walnuts.

When you Google 'Persian Restaurants in New York' a good number of them show up. When you check the Category of the restaurant, they are mostly listed as "Mediterranean Cuisine"! Persian and Mediterranean cuisines have a lot in common but there are many authentic Iranian dishes that are usually not available in most Mediterranean restaurants. However, I believe since the Mediterranean cuisines are more known in America, Persian restaurant businesses usually label themselves as such so they appear in more searches! Thus, in order to have a wider search in this project I am going to request and analyze data related to the Mediterranean restaurants.

This project can be helpful for all the investors looking for great business opportunities in the restaurant industry. This report is also for anyone curious about where to find the top rating Mediterranean restaurants in NYC!

Business Problem

Opening a Persian or a Mediterranean restaurant in general is a great business idea since it has something to offer for every taste! However, in this project I am about to dig deep into New York City's neighborhoods to find the best location to open a new Persian restaurant.

I am also going to find out where we can find the best Mediterranean food in NYC as of today! Understanding how current businesses are doing in different neighborhoods can lead us to a better decision on where to open a new one. Using data and Data Science techniques, I am about to unfold all the information one needs to make this decision!

Data Required and Sources

In order to tackle the problem statement, we would need a very thorough data on New York City. In addition to NYC boroughs and neighborhoods lists, we would need the latitude and longitude of each area to be able to use visualization maps and achieve a better analysis. We would also need detail of each venue and Mediterranean restaurant, such as the rankings, number of likes and tips given by customers.

Many online sources provide data on different locations around the world. In this project, I am going to use data from http://cocl.us/new_york_dataset to get the data on New York City's boroughs and neighborhoods. The geographical coordination (latitude and longitude) of each

neighborhood can then be accessed through a Python package called Geocoder. In addition, Folium can be used to create the visualization maps.

Foursquare has a large database including different venues information. Here, we are interested in restaurants' data. Getting access to the Foursquare API we can access information on restaurants in New York City's different neighborhoods. We can also get access to restaurants rankings, and other detail such as number of likes and tips given on Foursquare!

Putting all the information together we can have a good idea of the number of Mediterranean restaurants in each neighborhood and find the best ranking Mediterranean restaurants in town. Having all the information discussed in previous sections help the investors decide where the best location is to open a new Mediterranean restaurant. Moreover, by looking at the statistical data on current businesses they can project how successful their business is going to be in the future!