

A top-down view of a rustic wooden cutting board. In the center is a large, round pizza with a thick crust, topped with melted cheese and sliced jalapeños. A semi-transparent brown circle is overlaid on the pizza. To the left of the pizza are three small, clear plastic containers stacked vertically, containing green salsa, yellow cheese sauce, and red tomato sauce. To the right of the pizza is a full bottle of Coca-Cola with a red label and a red cap. Two hands are visible: one at the top holding a slice of pizza, and another at the bottom right holding the edge of the pizza. The background is a plain, light-colored surface.

CAPSTONE PROJECT

RESTAURANT CASE

Business Problem



European restaurant chain is going to enter the North American market. It needs to know what city and what neighborhood will be the best choice. Only 2 cities considered – New York and Toronto.



What makes it special: mostly Italian cuisine with some addition of American dishes + special menu for healthy options.



What's important: high people traffic, low competition, proximity to parks and gyms.

Data



New York Dataset: https://geo.nyu.edu/catalog/nyu_2451_34572



Toronto Dataset: https://en.wikipedia.org/wiki/List_of_postal_codes_of_Canada:_M
http://cocl.us/Geospatial_data

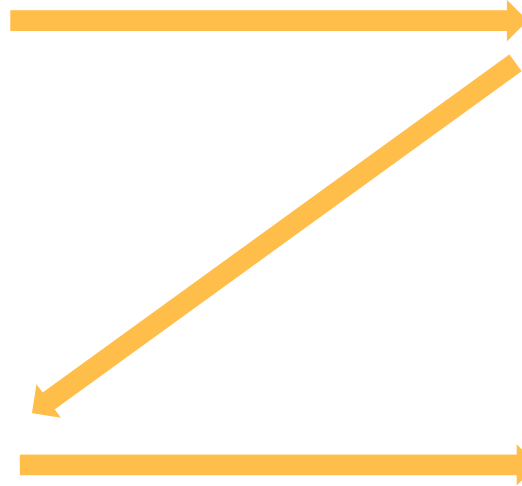


Foursquare location data

Methodology. Part 1

Dataset of each city was cleaned and transformed so every neighborhood had its geographical coordinates

Foursquare API function was used to retrieve most common venues for each neighborhood



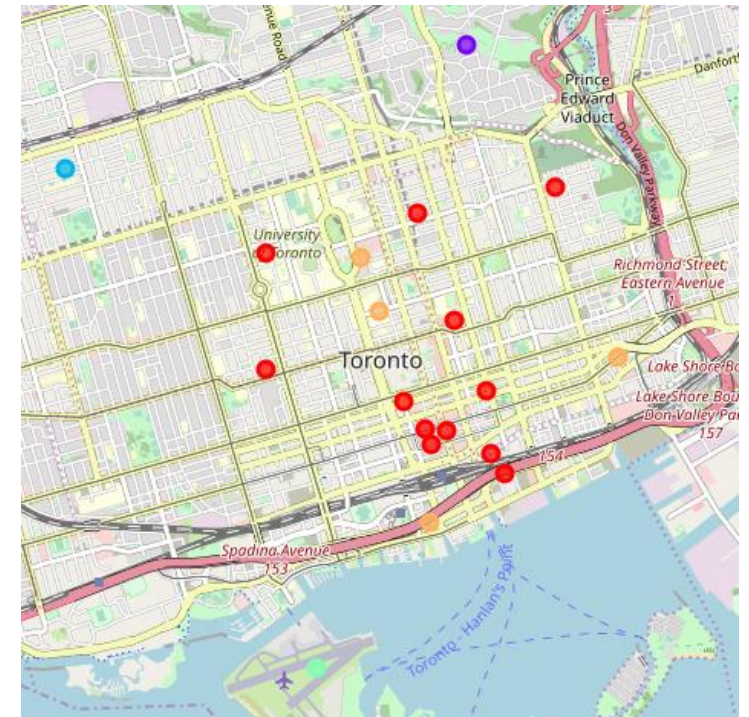
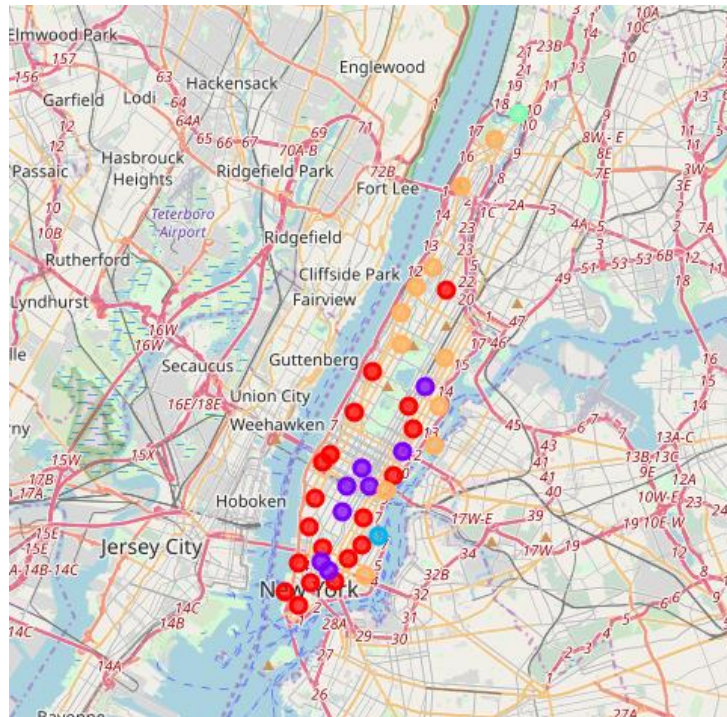
Each dataset was sliced to include only central boroughs – Manhattan in New York and Downtown Toronto

Dataset of each city was organized in such a way that it had columns with Top-10 most common venues

Methodology. Part 2

Manhattan, New York and Downtown Toronto neighborhoods were clustered using K-means algorithm

Finally, each cluster was analyzed to discover its particular features and tested against business case restrictions



Results



Battery Park City neighborhood was chosen in New York



Harbourfront neighborhood was chosen in Toronto



After comparing these two, the first option was selected since it's located along the waterfront.

