Introduction

In this section we want to outline the problem we aimed to solve in our work. We analyzed where to go if we want a high variety of Sushi Restaurants in New York. This can be interesting for customers as well as for investors. We examined different categories of importance such as ratings on Foursquare. Therefore, we will have the support of IBM Watson Studio as the Environment for Jupyter Notebook. Our used coding language will be Python 3.

Any person who is interested eating Sushi in New York could take this work into consideration to decide whether to go where. Which Boroughs and Neighborhoods are interesting will be outlined as well. Furthermore, we can not guarantee that chosen location will be the ideal location for someone because there are more parameters to consider. But in the scope for this project, it should be fine.

Data

Well to gain and explore data first of all we need to download the needed data. Following dataset goes by following description: This New York City Neighborhood Names point file was created as a guide to New York City's neighborhoods that appear on the web resource, "New York: A City of Neighborhoods." Best estimates of label centroids were established at a 1:1,000 scale, but are ideally viewed at a 1:50,000 scale. See following link:
https://geo.nyu.edu/catalog/nyu_2451_34572

Besides the given data we will use the Foursquare APIs to get insights in the different kinds of restaurants and their respective ratings. Thus will make sure that we can find the right spot under the given circumstances for our potential Sushi Restaurant.

Methodology

Our main goal is to find the right location by checking out the neighborhoods, which kind of restaurants are there as well. After choosing the right location by grouping and counting the different restaurants we go more in depth in that given borough e.g. Manhattan.

Result

We examined Manhattan as the place to go for eating Sushi, as it is the number one for most sushi restaurants in New York. Furthermore, we took into consideration the respective ratings in Foursquare. After executing all the code, which you can read in the linked Notebook we find out that the best neighborhood in Manhattan is the Upper West Side, where most of the Sushi restaurants per Neighborhood in New York are.

Discussion

Based on that result we can outline that Sushi Enthusiasts who are in New York should see the Upper West Side. Furthermore, it could be also interesting for Investors. On the one hand it should be easy to find customers for your restaurant. But on the other hand the competition could be a bottle neck here. The next steps for investors should be analyzing your business model and which things are separating you from your competitors in the Upper West Side. If you find a significant difference and come through with a novel idea for Sushi Restaurants you can be very successful.

Conclusion

This report should just aim for a quick overview in the Sushi market of New York. It should provide first insights based on where the most Sushi restaurants are. Further business evaluation is needed.