Capstone Project - The Battle of Neighborhoods

Open a Japanese Restaurant in New York City

Introduction

New York City (NYC), often called simply New York, is the most populous city in the United States. With an estimated 2019 population of 8,336,817 distributed over about 302.6 square miles, New York City is also the most densely populated major city in the United States. Located at the southern tip of the State of New York, the city is the center of the New York metropolitan area, the largest metropolitan area in the world by urban landmass. With almost 20 million people in its metropolitan statistical area and approximately 23 million in its combined statistical area, it is one of the world's most populous megacities. New York City has been described as the cultural, financial, and media capital of the world, significantly influencing commerce, entertainment, research, technology, education, politics, tourism, art, fashion, and sports. Home to the headquarters of the United Nations, New York is an important center for international diplomacy and has sometimes been nicknamed the "Capital of the World".

Problem

This project explores the best locations for Japanese restaurants throughout the New York City. Japanese restaurants became highly popular, as with any business, opening a new restaurant requires serious considerations and is more complicated than it seems from the first glance.

In particular, the location of the restaurant is one of the most important factors that will affect whether it will have success or a failure. Therefore, this project would answer the questions "If someone is looking to open a new Japanese restaurant in the New York City, where is the best area for opening a new Japanese Restaurant?"

1. Where is the best location for Japanese restaurant in New York City?
2. In what Neighborhood and/or borough should the investor open a Japanese restaurant to have the best chance of being successful?

Data

- New York City data containing the neighborhoods and boroughs.
- Venue data, particularly data related to restaurants.
- Latitude and longitude of those neighborhoods.

New York City data containing the neighborhoods and boroughs will be obtained from the open data source: https://cocl.us/new_york_dataset.

How it will be used to solve the problem

Using Data Science tools and methodology such as data analysis and visualization and plotly.