

The Battle of the Neighbourhoods

Finding the best Mexican Restaurants in New York City

Problem

- ▶ “There’s no good Mexican food in New York City.”
- ▶ That’s what most people say, especially the Californians and the Texans, and that’s when they’re putting it politely. In an early scene of the second episode of **Ugly Delicious**, as David Chang talks about his preferences for tortillas and burritos over tacos, the late Jonathan Gold jokingly replies, “You’re from New York. Of course you don’t like tacos. You haven’t had good tacos.”
- ▶ Gold makes the joke knowing it belies the truth. See, there are two major camps of New York Mexican food haters: Folks from out west visiting New York — well, Manhattan — who are looking for the sit-down Tex-Mex or Cal-Mex places where one can order plates by the number, with sour cream, enchilada gravy, and melted yellow cheese. Then there are the people who only want to go to the kinds of places where one orders in Spanish and the tacos come with onion, cilantro, slices of lime, and fresh, colourful salsas; they claim that there’s no good Mexican food in New York because, well, there are not as many **Mexicans** here to make it.
- ▶ Well to prove this wrong and as a part of my project, I will list and visualize all the major areas of New York City that have best Mexican eat outs.

Target Audience

This project will benefit Mexican expats, aspiring Restaurant owners and Mexican food enthusiasts equally by answering the following questions too:

- ▶ Which is the best place to stay if I prefer Mexican cuisine?
- ▶ What is best location in New York City for Mexican cuisine?
- ▶ Which areas have potential Mexican restaurant market?
- ▶ What areas lack Mexican eateries?

Data

For this project we will require the following data set:

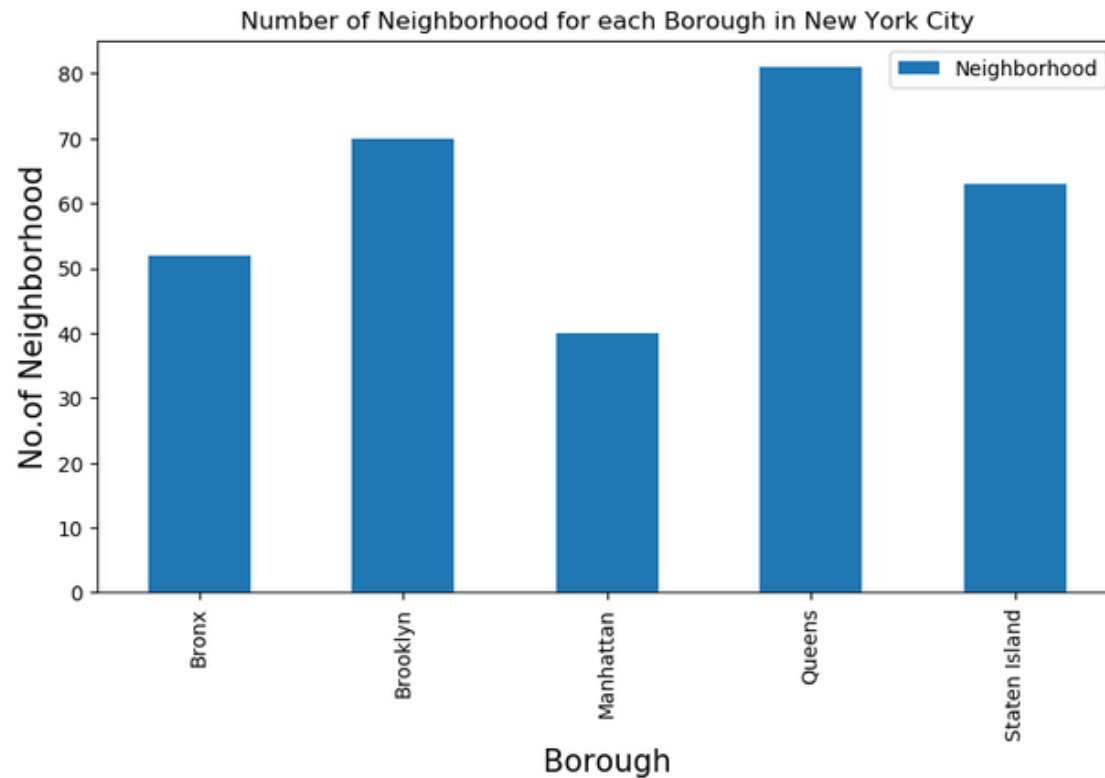
- ▶ New York City data that contains list of Boroughs, Neighbourhoods along with their latitude and longitude. Data source : https://cocl.us/new_york_dataset . This data set contains all the required information related to various neighbourhoods of New York City.
- ▶ Mexican restaurants in each neighbourhood of New York City. Data source: Foursquare API. By using this api we will get all the venues in each New York neighbourhoods. We can filter these venues to get only Mexican restaurants.
- ▶ Geo-Space data. Data source : <https://data.cityofnewyork.us/City-Government/Borough-Boundaries/tqmj-j8zm>. By using this geo space data we will get the New York neighbourhood boundaries that will help us visualize choropleth map.

Data Extraction Approach

- ▶ We will collect the New York city data from https://cocl.us/new_york_dataset
- ▶ Using **FourSquare API** we will find all venues for each neighbourhood.
- ▶ We will filter out all venues that are Mexican restaurants.
- ▶ We will find rating, tips and likes count for each Mexican restaurants using **FourSquare API**.
- ▶ By using **rating** for each restaurant, we will sort the data.
- ▶ To get the latitude and longitude coordinates we will use **Geopy** library (Python)
- ▶ We will visualize the ranking of neighbourhoods using **folium** library (python).

Analysis and Results

- There are total of 306 different Neighbourhoods in New York City.



	Borough	Neighborhood	Latitude	Longitude
0	Bronx	Wakefield	40.894705	-73.847201
1	Bronx	Co-op City	40.874294	-73.829939
2	Bronx	Eastchester	40.887556	-73.827806
3	Bronx	Fieldston	40.895437	-73.905643
4	Bronx	Riverdale	40.890834	-73.912585

Analysis and Results

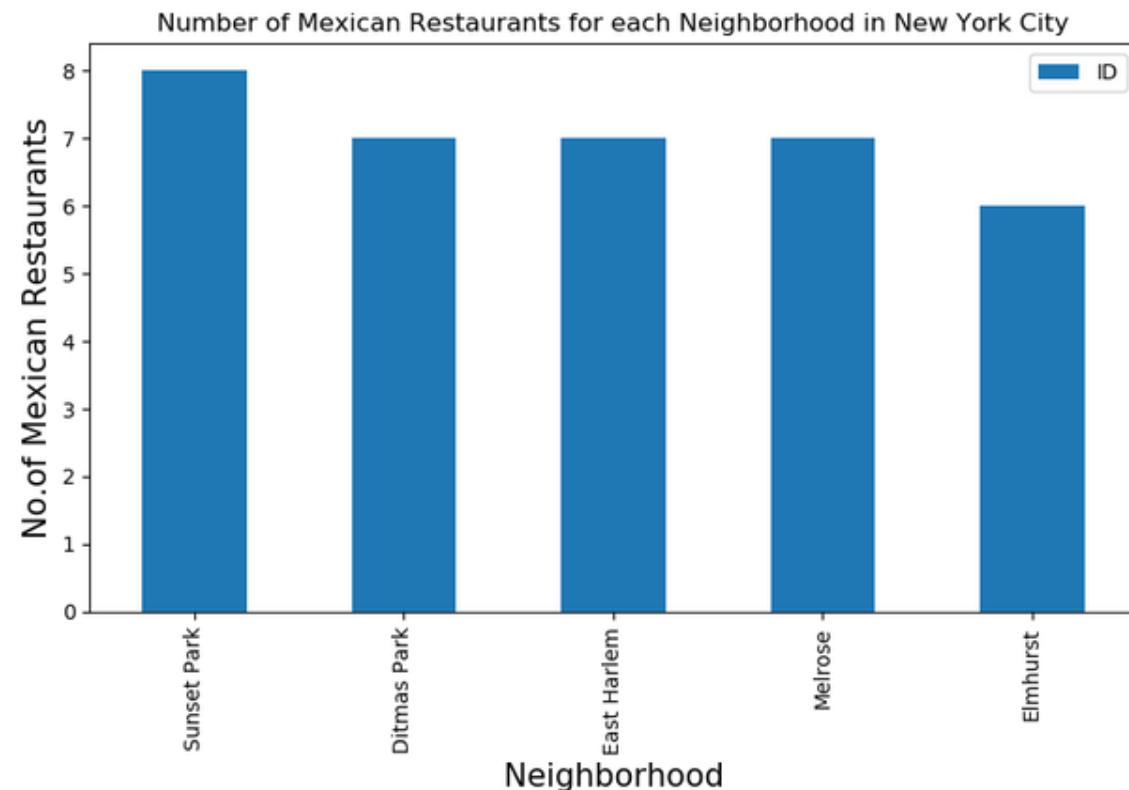
- ▶ We got 318 Mexican Restaurants across New York City.
- ▶ We see that Brooklyn has the largest number of Mexican restaurants.



	Borough	Neighborhood	ID	Name
0	Bronx	Co-op City	5c47a4b21953f3002c558218	Chipotle Mexican Grill
1	Bronx	Co-op City	58582b156431e554e165d909	Moe's Southwest Grill
2	Bronx	Fieldston	523f6e14498ef6fdefc0d690	Burrito Shop
3	Bronx	Fieldston	4b78ba71f964a5209fdf2ee3	Santa Fe Grill & Bar
4	Bronx	Riverdale	590e5d2ce96d0c61de2dcf1d	Cocina Chente

Analysis and Results

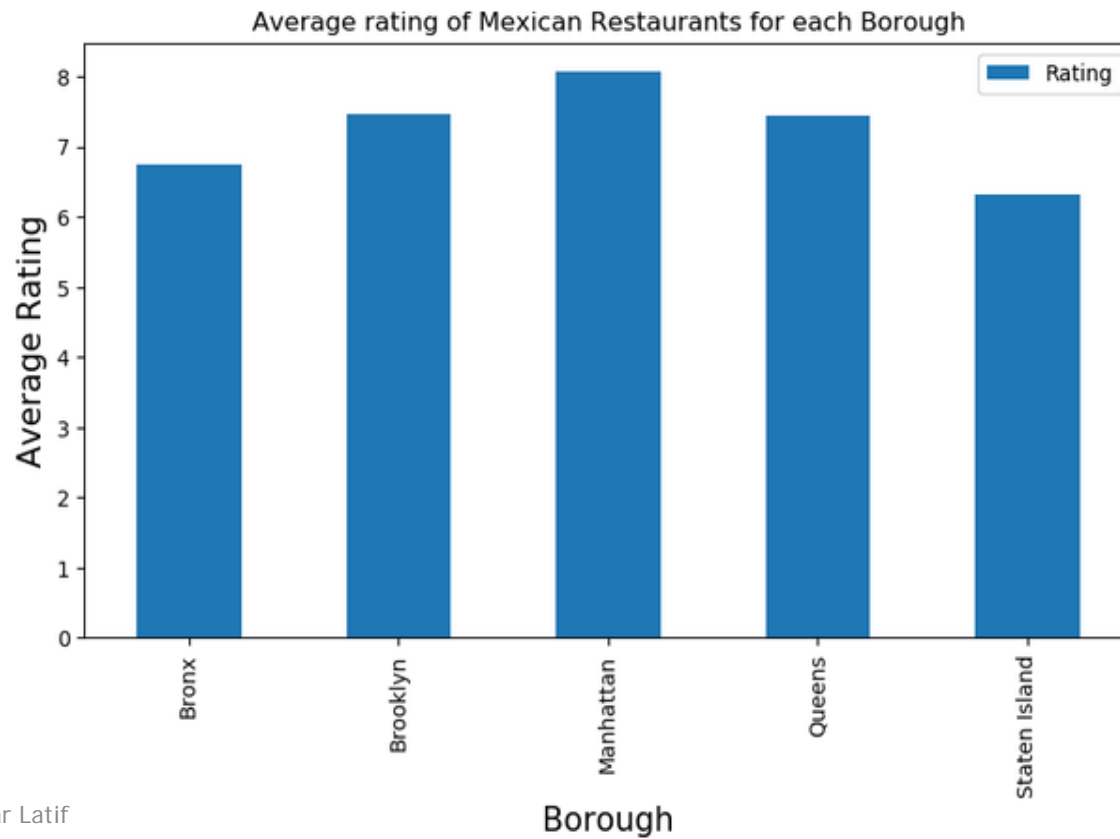
- Sunset Park in Brooklyn has the highest number of Mexican Restaurants with a total count of 8.



	Borough	Neighborhood	ID	Name
68	Brooklyn	Sunset Park	49bc364ff964a5201f541fe3	Tacos Matamoros
69	Brooklyn	Sunset Park	4b5415ecf964a520d3b127e3	Ricos Tacos
70	Brooklyn	Sunset Park	4b5cff55f964a520424e29e3	Maria's Bistro Mexicano
71	Brooklyn	Sunset Park	4c9521df82b56dbc5fbd5aa	Tacos El Bronco
72	Brooklyn	Sunset Park	4bc25f7c461576b0fd5d7d32	Puebla Mini Market / Tortas a la Plancha Don Pepe
73	Brooklyn	Sunset Park	55a85c0f498ee3c735f1fa8d	Jalapeño Restaurant
74	Brooklyn	Sunset Park	4aa30695f964a520094320e3	Casa Vieja Restaurant
75	Brooklyn	Sunset Park	4d6d976d792bb60cbdd156be	Tulcingo Restaurant

Analysis and Results

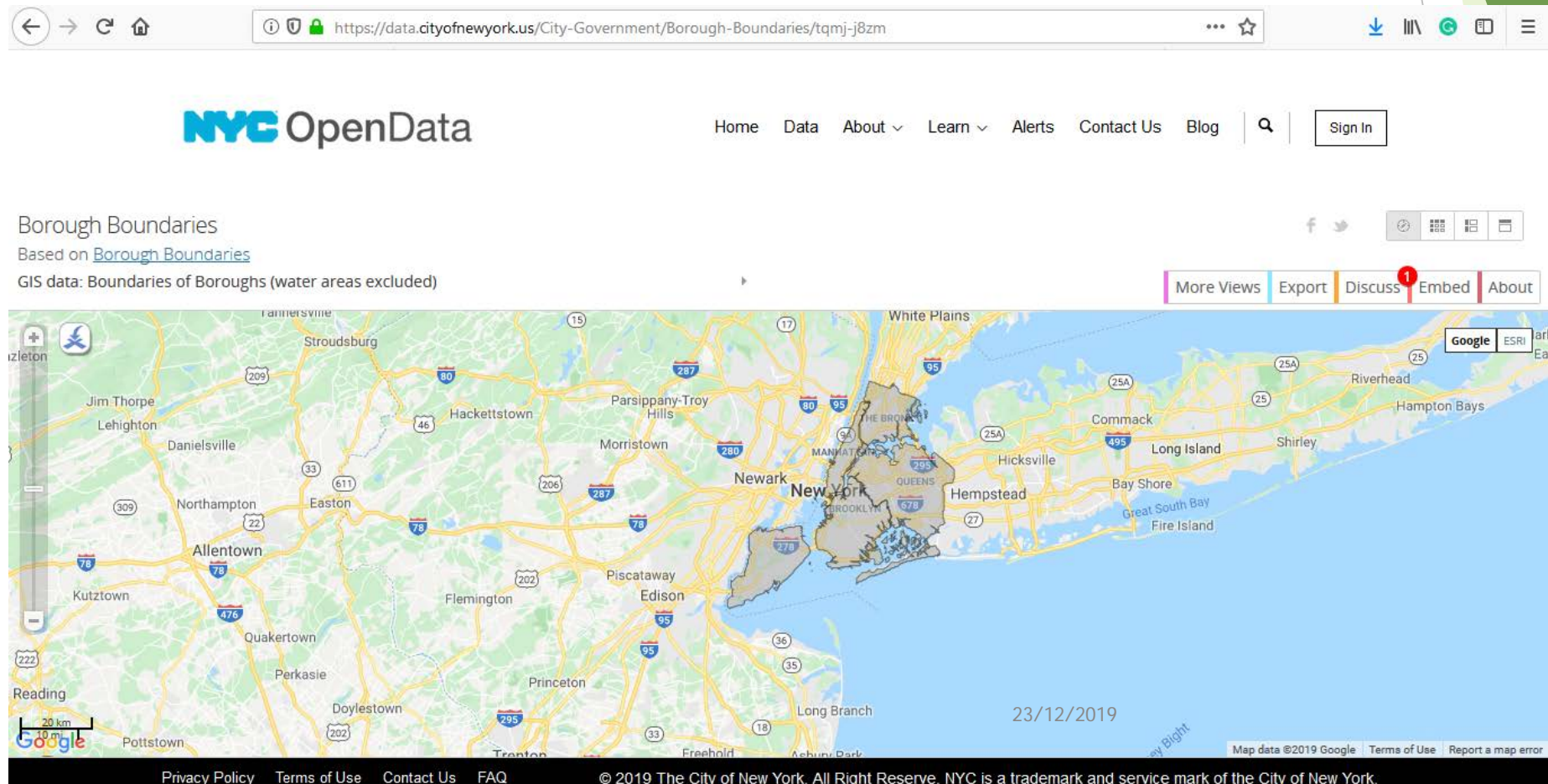
- Manhattan has the highest average rating for Mexican Restaurants



	Borough	Average Rating
2	Manhattan	8.069841
1	Brooklyn	7.453086
3	Queens	7.439726
0	Bronx	6.751471
4	Staten Island	6.315152

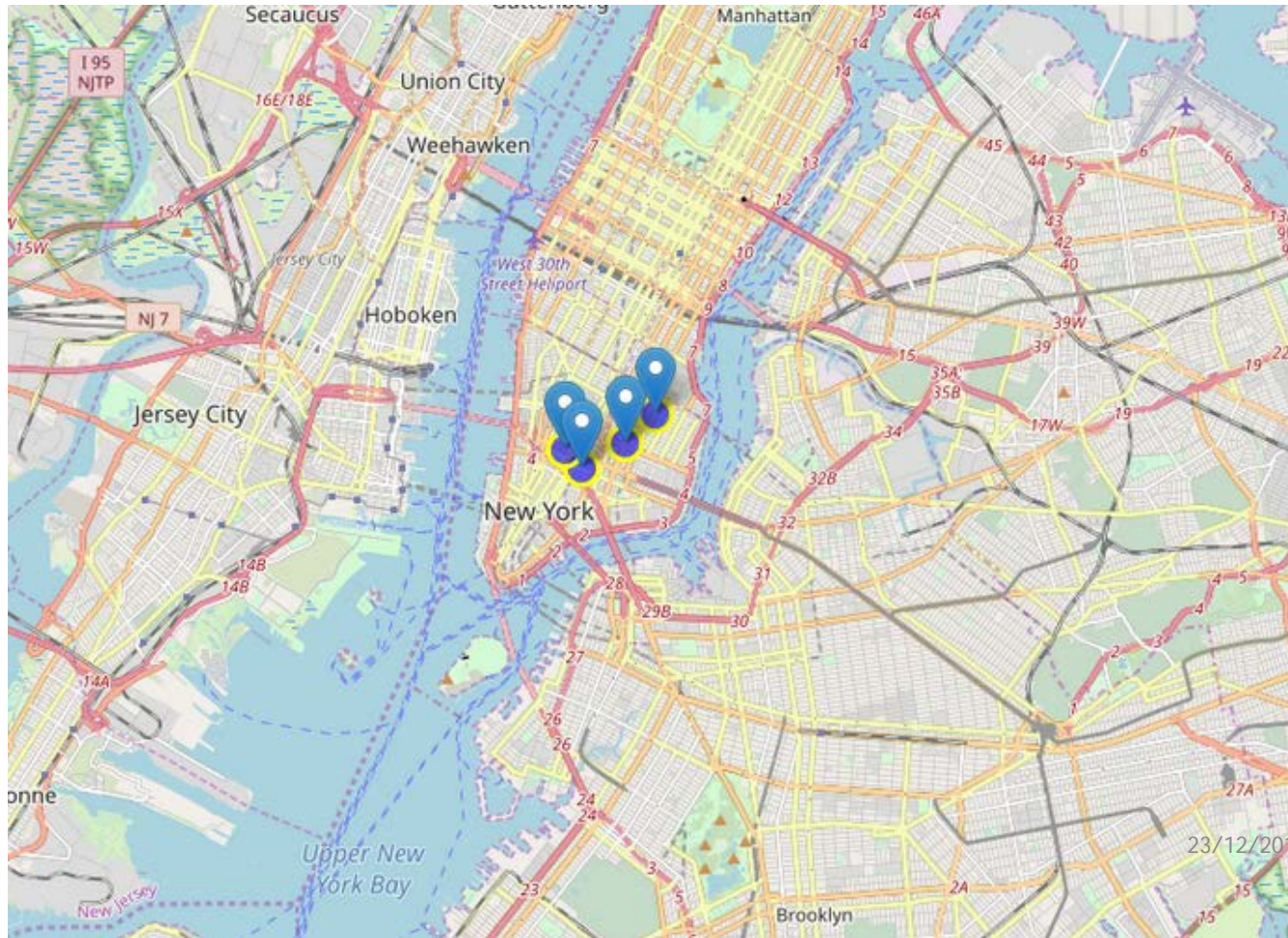
Analysis and Results

- By using this geo space data we will get the New York neighbourhood boundaries that will help us visualize choropleth map.



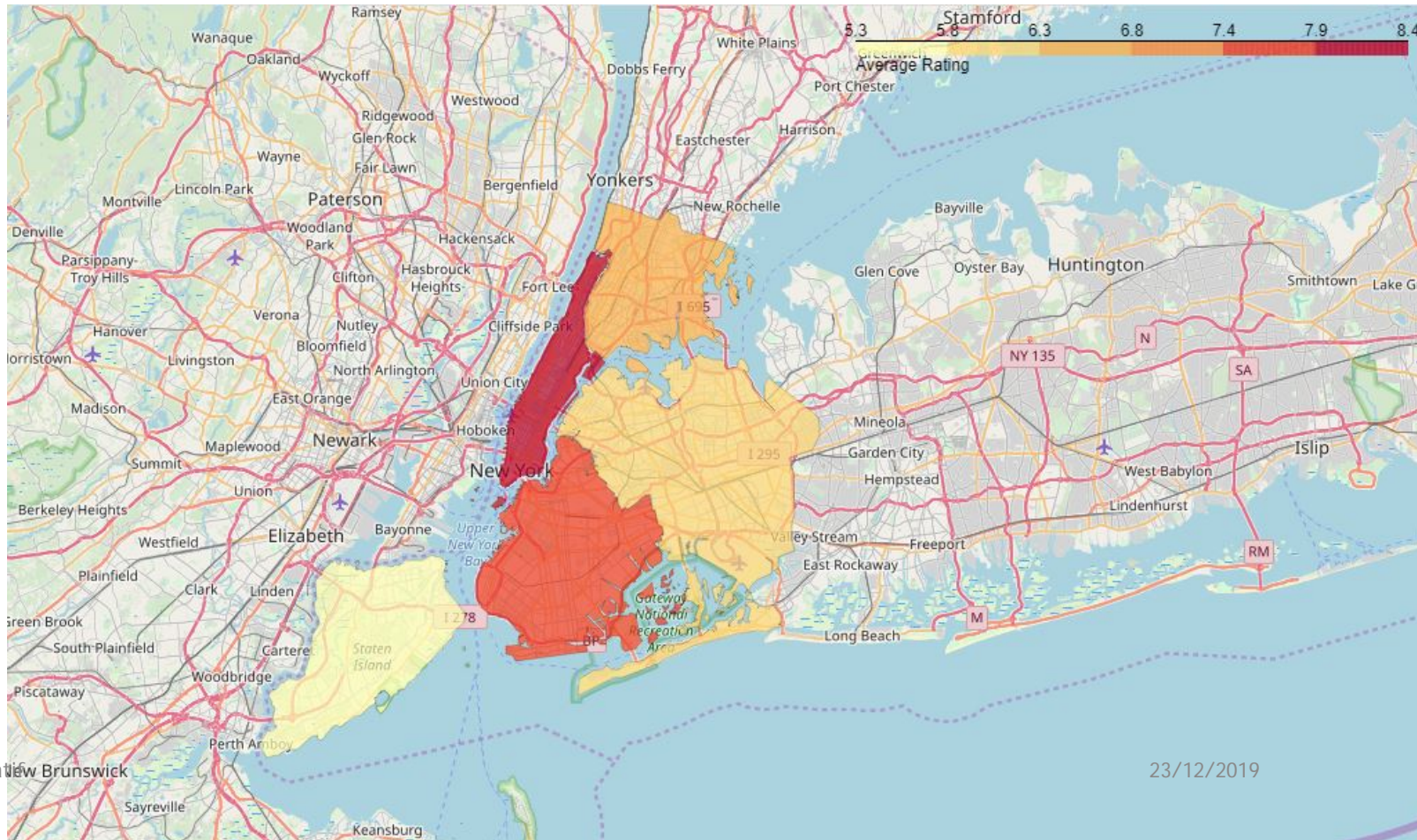
Analysis and Results

- Neighbourhoods in New York that has highest average rating for Mexican Restaurants.



Analysis and Results

- Choropleth map based on average rating of Mexican Restaurants.



Conclusions

- ▶ East Village, Little Italy, and Noho in Manhattan are some of the best places for Mexican cuisine.
- ▶ Manhattan have potential Mexican Restaurant Market.
- ▶ Staten Island ranks last in average rating of Mexican Restaurants.
- ▶ Brooklyn is the best place to stay if you prefer Mexican Cuisine.

References

- ▶ https://cocl.us/new_york_dataset
- ▶ <https://data.cityofnewyork.us/City-Government/Borough-Boundaries/tqmj-j8zm>