

Capstone Project - Submission Report

1. The Business Problem

NYU Stern School of Business invites every semester professors from around the world to teach some of its lessons. The directors of the school want to offer the visiting professors the option of free meals during the weekdays as a welcoming gesture and to help them adjust faster to New York's lifestyle. They want to forge alliances with the restaurants closer to the school. Restaurants have to be at a close distance so the professors can go there even if they have little time between the classes. NYU Stern School of Business wants to make sure that it offers the best to its professors. We will use Foursquare location data to provide the school directory with a list and a map with the closest restaurants

2. Data

For this project we will use Foursquare location data from New York City. We will use the data to find the Coordinates of NYU Stern School of Business as well as the restaurants around it.

More specifically, we will use:

1. Foursquare's NYC's location data to identify the exact coordinates of the NYU Stern School of Business.
2. Foursquare's NYC's location data to identify the closest restaurants to the NYU Stern School of Business.

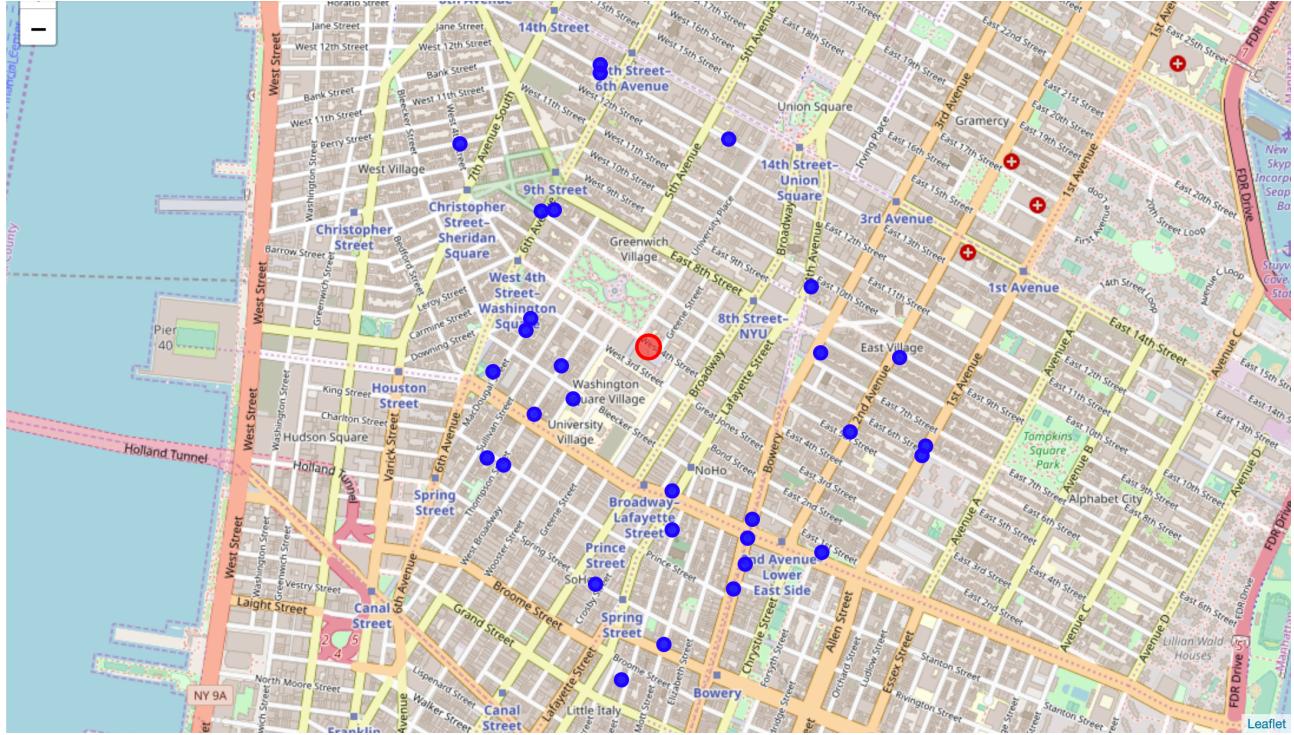
3. Methodology

- Using Jupyter notebooks we import the necessary libraries
- We convert the NYU Stern School of Business' address to its latitude and longitude coordinates
- Using Foursquare we get a list of the restaurants that operate in a 800m radius from the school
- We convert and normalise date into a data frame
- We present an interactive map for the 800m radius
- Using Foursquare we get a more focused list of the restaurants that operate in a 300m radius from the school
- We convert and normalise date into a data frame
- We present the focused interactive map for the 300m radius

4. Results and conclusion

In our results we present the list of the restaurants both with 800m and 300m distance. Figure 1 shows the map with the restaurants at 800m radius from the University

Figure 1. Selection of Restaurants within 800m radius



We see that 800m is a very wide range. We do the whole analysis again but this time we set the radius at 300m. Figure 2 shows the map with the restaurants at 800m radius from the University

Figure 2. Restaurants within 300m radius

