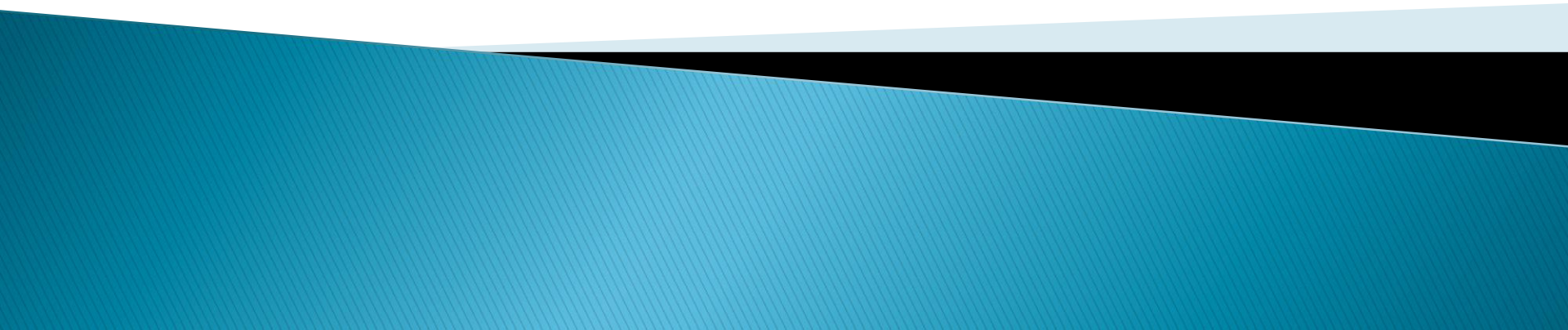
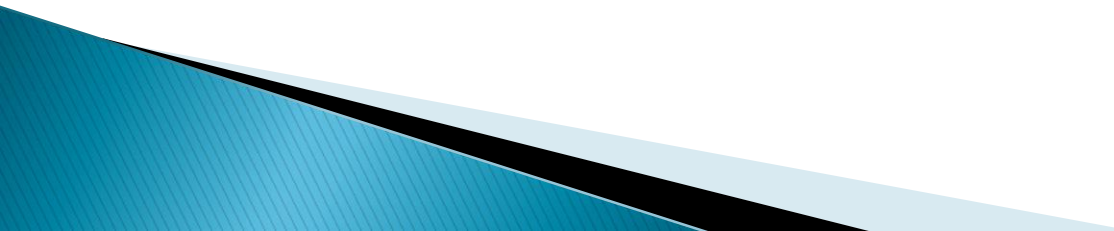


Battle of Neighborhood

–Sushil Mahato



Problem Background

- ▶ The City of New York, is the most populous city in the United States. It is diverse and is the financial capital of USA. It is multicultural. It provides lot of business opportunities and business friendly environment. It has attracted many different players into the market. It is a global hub of business and commerce. The city is a major center for banking and finance, retailing, world trade, transportation, tourism and many more.
 - ▶ So, the market is highly competitive. As it is highly developed city so cost of doing business is also one of the highest. So before starting of a new business needs to be analysed carefully.
- 

Problem Discription

- ▶ A restaurant is a business which prepares and serves food and drink to customers in return for money, either paid before the meal, after the meal, or with an open account. The City of New York is famous for its excellent cuisine. It's food culture includes an array of international cuisines influenced by the city's immigrant history.
- ▶ Some of famous foods of New York is – bagels, cheesecake, hot dogs, knishes, and delicatessens New York–style pizza and Italian cuisine pastrami and corned beef trattorias, diners, and coffeehouses are ubiquitous throughout the city falafel and kebabs examples of modern New York street food

Problem Discription

- ▶ New York Population New York City
Demographics Are there any Farmers Markets, Wholesale markets etc. nearby so that the ingredients can be purchased fresh to maintain quality and cost Are there any venues like Gyms, Entertainment zones, Parks etc. nearby where floating population is high etc. Who are the competitors in that location? Cuisine served / Menu of the competitors Segmentation of the Borough Untapped markets Saturated markets etc. The list can go on...
- ▶ First move is very important, thereby choice of location is very important.

Success Criteria

- ▶ The success criteria of the project will be measured by the good recommendation of neighborhood of New york city to open the Restaurant

Data that are needed

- ▶ In this section I am going to discuss about the data we are going to use. For this project I am going to analyse the New York city.

localhost:8888/notebooks/Battle%20of%20neighborhood%20week%20code.ipynb#

jupyter Battle of neighborhood week 2 code Last Checkpoint: 43 minutes ago (autosaved)

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```
In [4]: df = pd.read_csv('https://data.cityofnewyork.us/api/views/swpk-hqdp/rows.csv?accessType=DOWNLOAD')
df.head(20)
```

Out[4]:

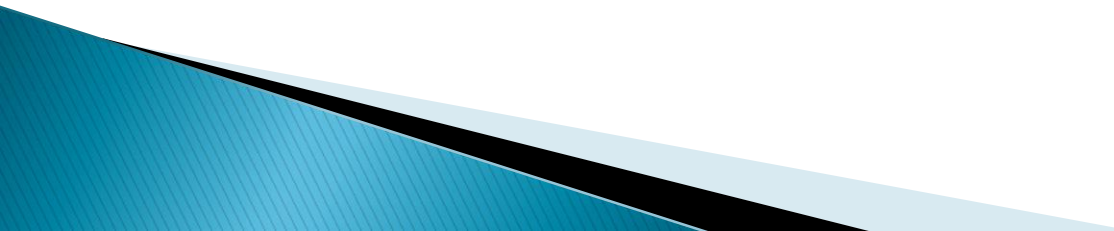
	Borough	Year	FIPS County Code	NTA Code	NTA Name	Population
0	Bronx	2000	5	BX01	Claremont-Bathgate	28149
1	Bronx	2000	5	BX03	Eastchester-Edenwald-Baychester	35422
2	Bronx	2000	5	BX05	Bedford Park-Fordham North	55329
3	Bronx	2000	5	BX06	Belmont	25967
4	Bronx	2000	5	BX07	Bronxdale	34309
5	Bronx	2000	5	BX08	West Farms-Bronx River	34542
6	Bronx	2000	5	BX09	Soundview-Castle Hill-Clason Point-Harding Park	50753
7	Bronx	2000	5	BX10	Pelham Bay-Country Club-City Island	27140
8	Bronx	2000	5	BX13	Co-Op City	40676
9	Bronx	2000	5	BX14	East Concourse-Concourse Village	58961
10	Bronx	2000	5	BX17	East Tremont	39280
11	Bronx	2000	5	BX22	North Riverdale-Fieldston-Riverdale	28013
12	Bronx	2000	5	BX26	Highbridge	33844
13	Bronx	2000	5	BX27	Hunts Point	25142
14	Bronx	2000	5	BX28	Van Cortlandt Village	50607

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New York neighborhood city >>

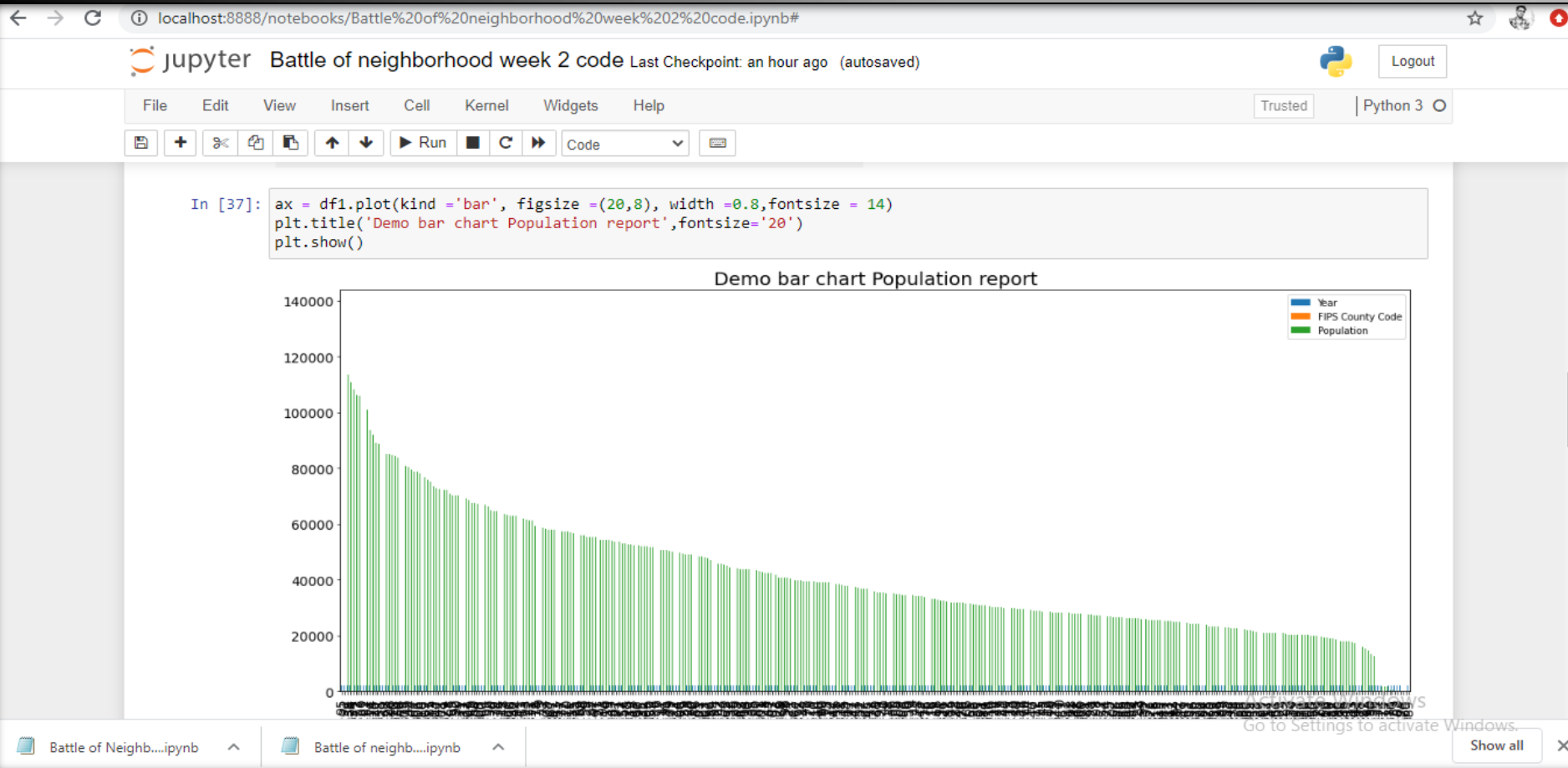
with population

Data

- ▶ https://en.wikipedia.org/wiki/New_York_City
 - ▶ https://en.wikipedia.org/wiki/Economy_of_New_York_City
 - ▶ https://en.wikipedia.org/wiki/Portal:New_York_City
 - ▶ https://en.wikipedia.org/wiki/Cuisine_of_New_York_City
 - ▶ https://en.wikipedia.org/wiki/List_of_Michelin_starred_restaurants_in_New_York_City
- 

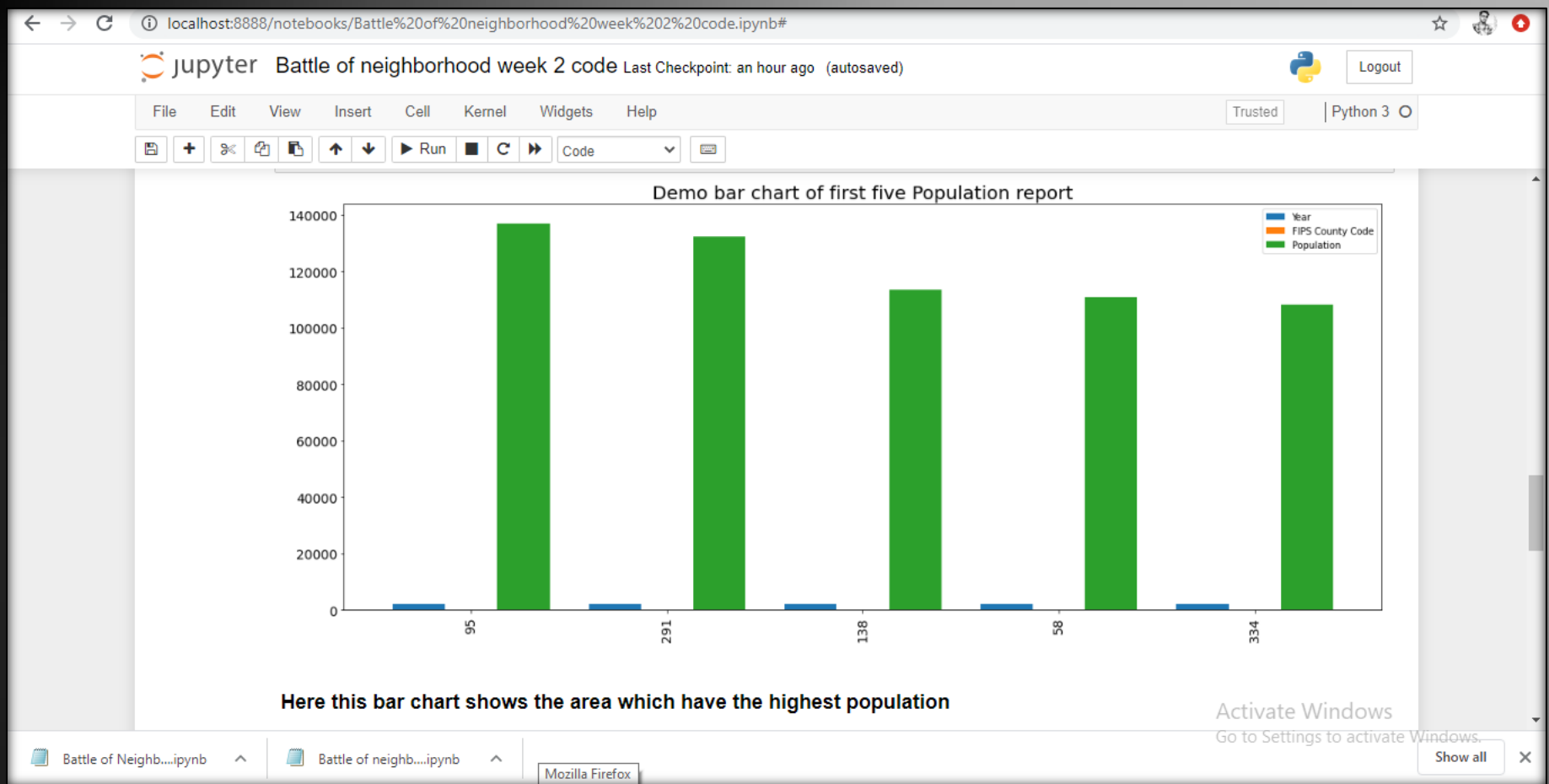
Methodology

- ▶ To find the prefect city for restaurant opening, need to analyze the data.
- ▶ And to analyze we need more number of data.



Bar chart of data >>

With population



Bar chart of top 5 data >>

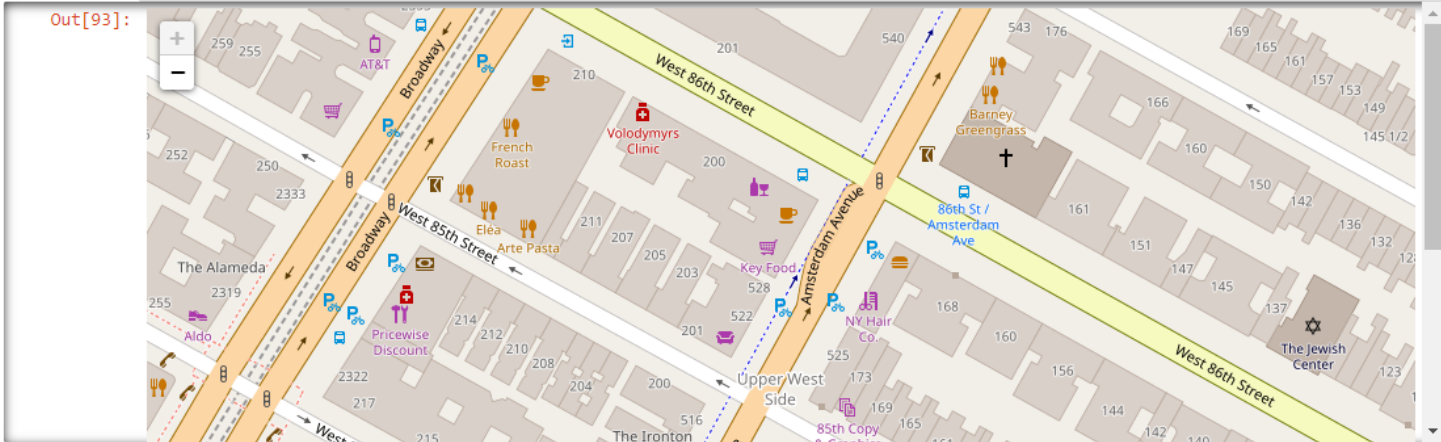
localhost:8888/notebooks/Battle%20of%20neighborhood%20week%20code.ipynb#

jupyter Battle of neighborhood week 2 code Last Checkpoint: an hour ago (autosaved)

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```
label = folium.Popup(label, parse_html=True)
map_loc
```

Out[93]:



In []:

```
### In this map shows the area of New York where population is high.
### it would be better to start a new business here.
```

In []:

Activate Windows
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Map of New York city >>

Where population is high

Conclusion

- ▶ So as shows in the diagrams the area with highest number of population, it would be better to start a business like restaurent in such areas.