

Russian Cuisine in NY

• Introduction

NY is the largest city in the United States, a multicultural city and ethnically diverse metropolis. It has been described as the cultural capital of the world. This research could be useful is reflected in its size and ethnic diversity. It is the most populous city in the United States. With an estimated 2018 population of 8,398,748 distributed over about 302.6 square miles (784 km²), New York is also the most densely populated major city in the United States.

Throughout its history, New York City has been a significant point of entry for immigrants; the term "melting pot" was coined to describe densely populated immigrant neighborhoods on the Lower East Side. As many as 800 languages are spoken in New York, making it the most linguistically diverse city in the world. English remains the most widely spoken language, although there are areas in the outer boroughs in which up to 25% of people speak English as an alternate language, and/or have limited or no English language fluency.

The New York Tri-State area has a population of 1.6 million Russian-Americans, and 600,000 of them live in New York City. (Source: Wikipedia)

Business Problem

With that cultural diversity, there are multiple Russian eateries and restaurants in NY. In this project, we will review, group, rank, and visualize Russian restaurants in NY on a map to find the most popular ones and to see where there is the highest competition level.

Audience:

This research might be a useful source of information for:

- business investors and business owners who want to open a new Russian restaurant in one of NY neighborhood and need to know the competition level.
- Also, this research could be useful for travel agencies to see where precisely in NY, their tourists can get a taste of Russian cuisine, and where the tourists can find a top-rated restaurant.

• Source of Data

We will use data:

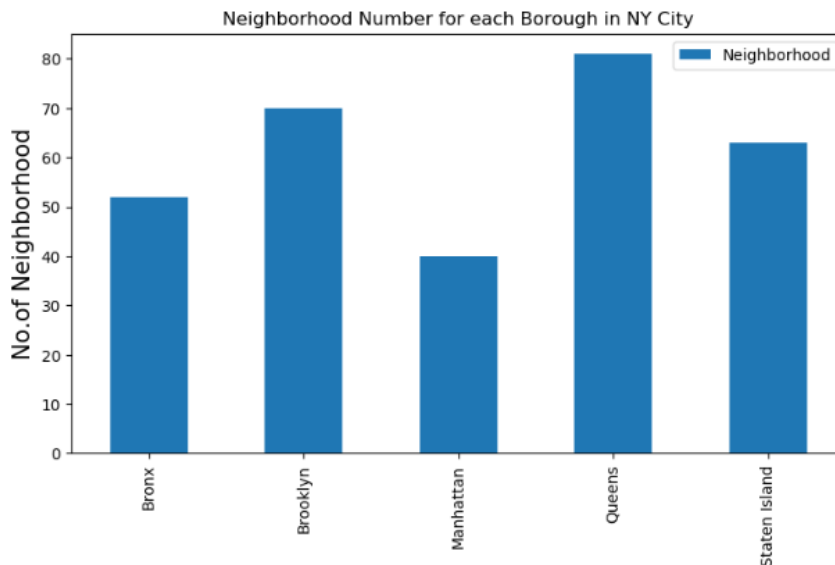
- NY City data that contains list Boroughs, Neighborhoods along with their latitude and longitude:
 - Data source : https://cocl.us/new_york_dataset
 - We will use this dataset to explore the neighborhoods of NY.
- Russian restaurants in NY city:
 - Foursquare API.
- GeoSpace data:
 - Data source : <https://data.cityofnewyork.us/City-Government/Borough-Boundaries/tqmj-j8zm>
 - Visualize choropleth map

- **Methodology section**

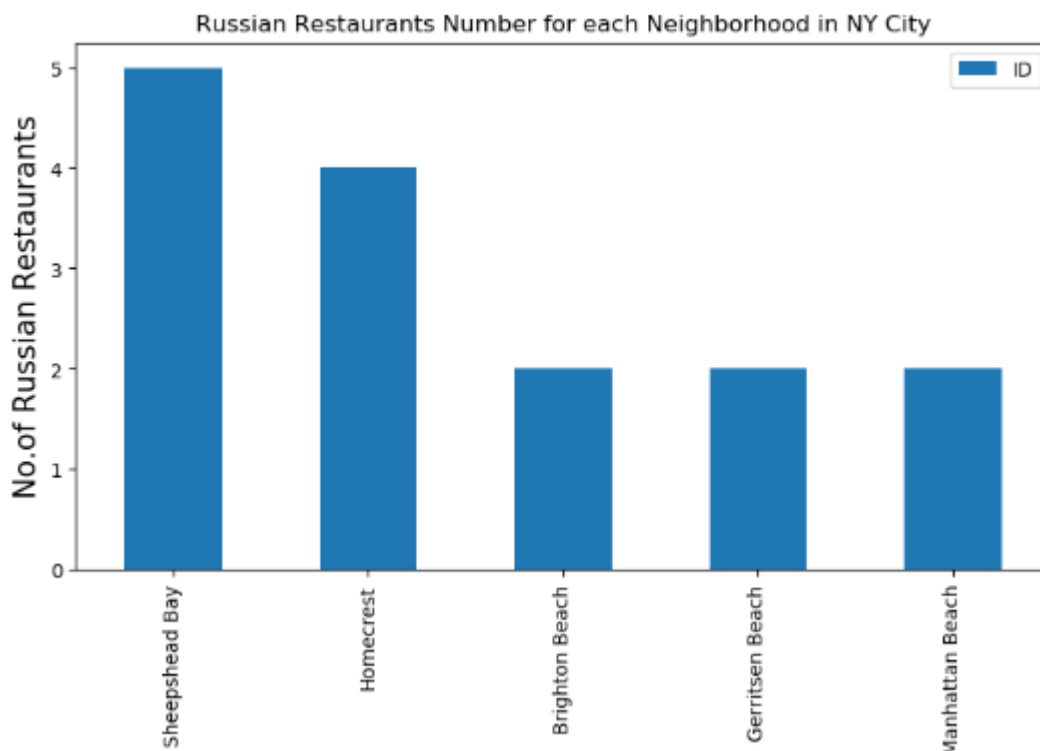
First, we start the research with importing all libraries that we need for data analysis.

We use Foursquare API to explore the venues and get their details. We define a function to interact with Foursquare API and get top venues within a defined radius.

Afterwards, we get New York data for its boroughs and neighborhoods.



When we have the data for each NY neighborhood, we can explore how many Russian restaurants are in each neighborhood.



When we have a list of Russian restaurants in NY city, we start accessing their rating by likes and tips.

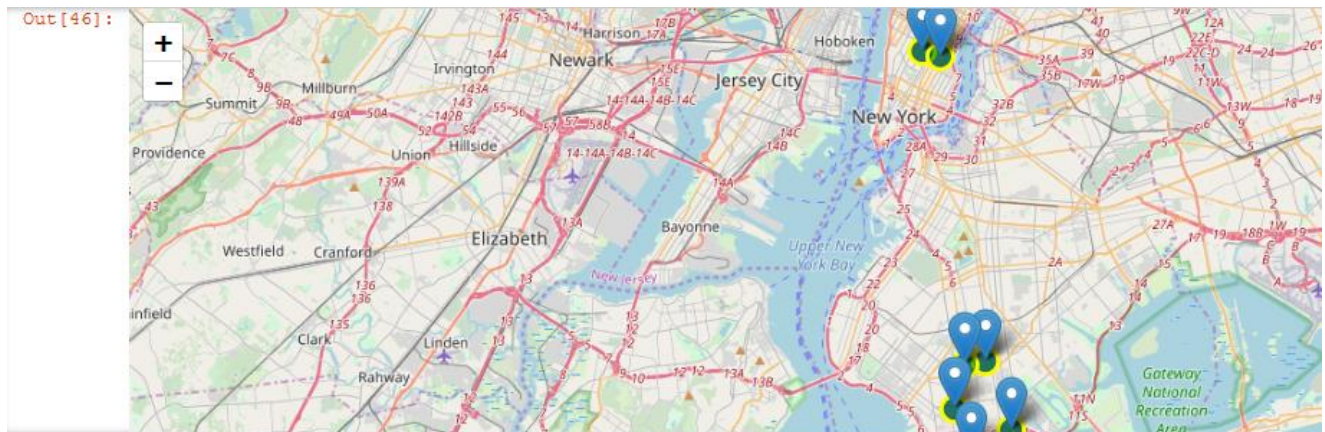
Out[31]:

	Neighborhood	Average Rating
1	Flatiron	9.000
3	Gramercy	9.000
4	Gravesend	8.100
7	Manhattan Terrace	7.800
8	Ocean Parkway	7.800
0	Brighton Beach	7.450
9	Sheepshead Bay	7.040
5	Homecrest	6.925
6	Manhattan Beach	6.750
2	Gerritsen Beach	6.500

Results

Since we want to explore only top-rated restaurants, we filter them by average rating above 7 and push the results to a folium map to provide a visual result of this research.

As the results, we found the locations of top-rated Russian restaurants in NY City using Foursquare API and visualizing the results.



Discussion

Based on the research, we can say that the biggest number of Russian restaurants is in Brooklyn. However, the restaurants with the highest average rating are located in Manhattan (the average rating is nine, which is quite high and means the quality of food and service there are the best in the city).

Conclusion

Since this research target audiences are business owners and travel agencies, we can conclude that the highest density of Russian restaurants is in Brooklyn. For business owners, it means that Brooklyn is a NY borough with the highest competition among Russian restaurants. For travel agencies, it means that Brooklyn has the biggest selection of Russian restaurants where tourists can easily try Russian cuisine in NY.