

Coursera Capstone

IBM APPLIED DATA SCIENCE

AN INDIAN RESTAURANT IN
NEW YORK CITY

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Business Problem

- Select the best location to open an Indian Restaurant in New York City
- Provide a solution to start a new Indian Restaurant in the city
- Business keep growing for upcoming years



Data required

- List of Boroughs and neighbourhoods of New York
- Latitude and longitude co-ordinates of those neighbourhoods
- Venue data particularly data related to restaurants

Sources of Data

- Opensource dataset of New York: https://cocl.us/new_York_dataset
- Geocoder package for latitude and longitude co-ordinates
- Foursquare API for venue data

Methodology

- Collect the data from https://cocl.us/new_York_dataset
- Clean and process the data into data frame
- Locate all venues by using Foursquare API
- Filter by Indian restaurants – their ratings, likes, tips by users
- Sort the data based on rankings
- Assess data visually using graphings

Results

- Manhattan has the highest number of Indian restaurants comparing to other boroughs.
- Staten Island has the highest average rating for Indian restaurants.
- Two neighbourhoods with the highest average rating for Indian restaurants are Tribeca located in Manhattan and Astoria located in Queens.



Discussion Section

- Based on the results of our analysis, Manhattan & Staten Island are the best locations for Indian restaurants in New York city.
- Brooklyn is the best place to open a new Indian restaurants.
- Neighbourhoods Greenwich Village & Sutton Place are the best place to open a new Indian Restaurant.

Conclusion

- Got an answer to the question: Where should the investor open an Indian restaurant in New York city ?
- Best rated Indian restaurant in NYC is The Kati Roll company in Manhattan.
- The findings of this project may be used in real life to better understand the advantages and disadvantages of different New York neighbourhoods/ boroughs in terms of opening an Indian restaurant.

Thank You

