

Part 1: Capstone Project - The Battle of Neighborhoods

Data Section:

New York City encompasses five county-level administrative divisions called boroughs: The Bronx, Brooklyn, Manhattan, Queens, and Staten Island. The Bronx is the northernmost of the five boroughs of the New York City, in the U.S. state of New York. As per 2011 census, New York had a population of 8,622,698. Of this number, 17% of population comprises from the Bronx. Since 1914, the borough has had the same boundaries as Bronx County, the third-most densely populated county in the United States.

For our restaurant problem, we will focus on the **Neighborhoods of the Bronx** and work on getting the data from all the Neighborhoods. There are around 52 Bronx Neighborhoods with a population of around 1,471,160.

To solve our problem of finding a best location to start a Pizza restaurant in the Bronx borough, we need to datasets based on various parameters such as:

1. Population of target audience in all the Neighborhoods of the Bronx based on their:

- Ethnicity
- Age
- Employment Status
- Income

2. We also need the data about the most frequency visited places by the customers in all Neighborhoods.

3. Considering the competitors factor, we also need the data of existing Licensed Restaurants in each neighborhood.

All the above required information is available at **New York Dataset (IBM Box)**, which is a free and open data-sharing portal where anyone can access data relating to the city. The data is available in JSON format, which we can download and can use as-is for solving our problem.

The link for the New York Dataset - https://cocl.us/new_york_dataset

Along with the above datasets we will also use the **Foursquare** location data to solve our problem.