IBM Applied Data Science Capstone Project

Coursera

Opening a new Indian Cuisine Restaurant in New York City, USA

Introduction And Explanation

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Introduction

New York City's demographics show that it is a large and ethnically diverse metropolis. It is the largest city in the United States with a long history of international immigration. Over the last decade the city has been growing faster than the region. The new York region continues to be by far the leading metropolitan gateway for legal immigrants admitted into the United States.

With its diverse culture, comes diverse food items. There are many restaurants in New York City, each belonging to different categories like Chinese, Indian, Italian and French etc.

For many Indians residing in the US or particularly in the New York City, its hectic to find Indian cuisine restaurant. Generally a lot of Indians look for their home cuisine in the foreign countries, and this brings to the development of a lot of Indian restaurants in the US. Restaurants are like one stop destination. For retailers, the central location and the large crowd, low neighbouring restaurants provides a great business. As a result, there are many Indian cuisine restaurants in the New York city, USA and many more are being built. Opening restaurants in perfect place allows restaurants managers to earn a lot. Particularly, the location of the restaurant is one of the most important factor that determines whether the mall will be success or a failure.

Business Problem

The objective of this capstone project is to nalyse and select the best locations in the New York City to open a new Indian cuisine restaurant. Using data science methodology and machine learning techniques like clustering, this project aims to provide solutions to answer the main business question: **If a restaurant manager is looking for a new Indian cuisine restaurant in the New York City, US where would you recommend that they open it?**

Along with some sub-questions like:
>1.Which areas have potential Indian Restaurants?
>2.Which areas lacks Indian Restaurants?
>3.Which is the best place to stay if you prefer Indian Cuisine?

Target Audience

This project is particularly useful to restaurant managers, property developers and investors looking to open or invest in new Indian cuisine restaurants in the New York City.