

# Choosing Best Locations to Open an Indian Restaurant in New York

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# CONTENTS



Introduction: Business  
Problem



Data



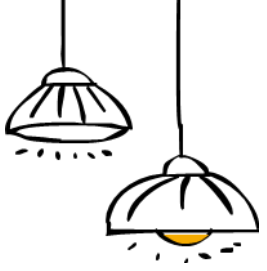
Exploratory Analysis



Results and Discussion

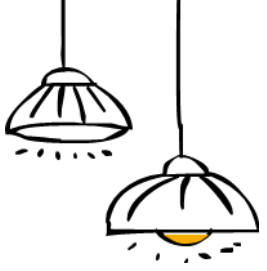


Conclusion



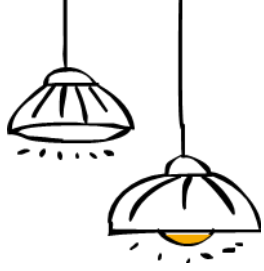
# Introduction: Business Problem

- Generally Choosing a happening place for opening a restaurant could help restaurateurs keep an upper hand in the market.
- A happening place would grant you with happening consumers.
- A place could take you to the heights or could even turn into dud.
- How would you reach to the consumers if it's not in the right place? No consumers mean No business.
- Generally good locations for opening a restaurant are the locations
  - that are not already crowded with restaurants
  - as close to city center as possible



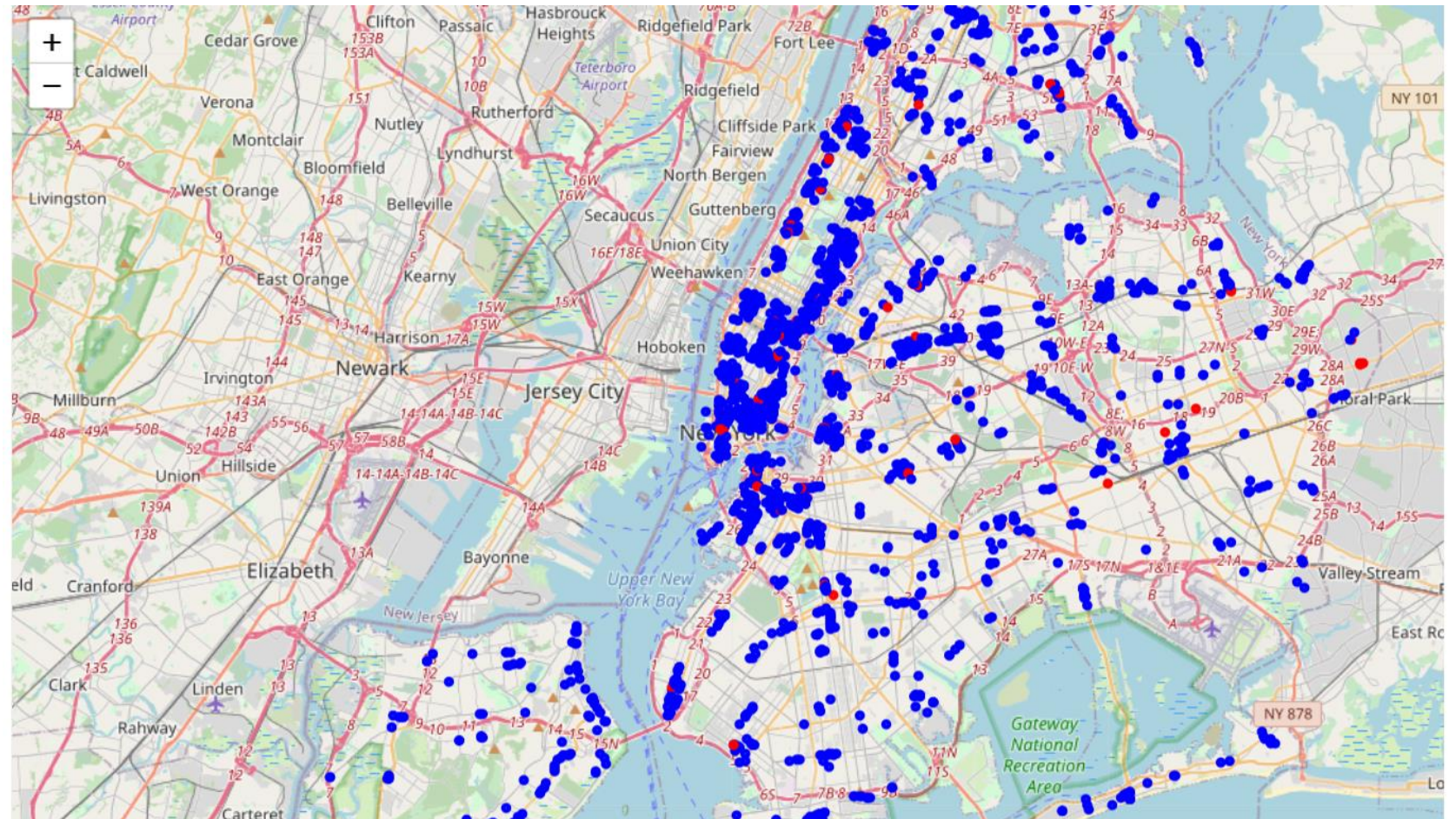
# Data Aquisition and Cleaning

- Name,latitude and logitude coordinates of each neighborhood in New York. - downloaded from [https://geo.nyu.edu/catalog/nyu\\_2451\\_34572](https://geo.nyu.edu/catalog/nyu_2451_34572)
- Name, category, latitude and logitude coordinates of all restaurants in New York. - gathered using Foursquare API
- New York has a total of 5 boroughs and 306 neighborhoods.
- New York has a total of 2520 restaurants from which 73 are Indian Restaurants.
- Duplicate rows were dropped.

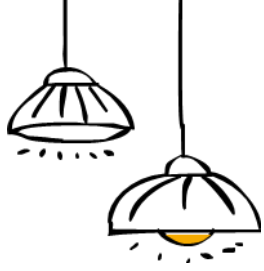


# Exploratory Analysis

- Visualised every restaurant of New York by plotting the restaurant on a map using Folium

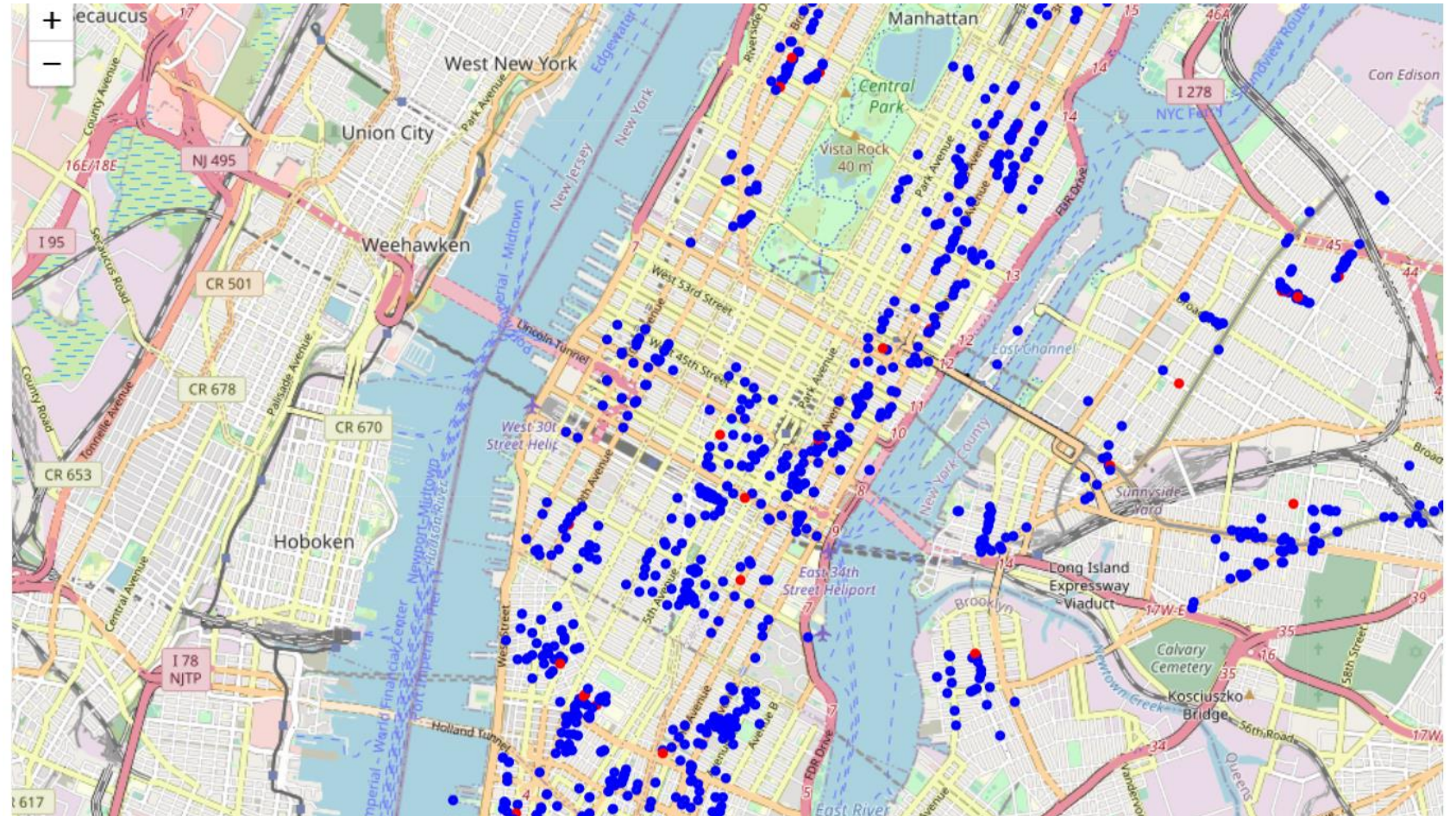




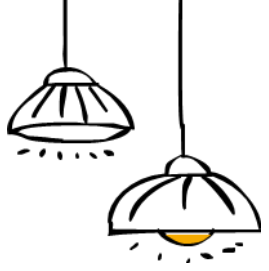


# Exploratory Analysis

- Focused on Midtown Manhattan as it's the busiest neighborhood in New York and also popular with tourists and business travelers.

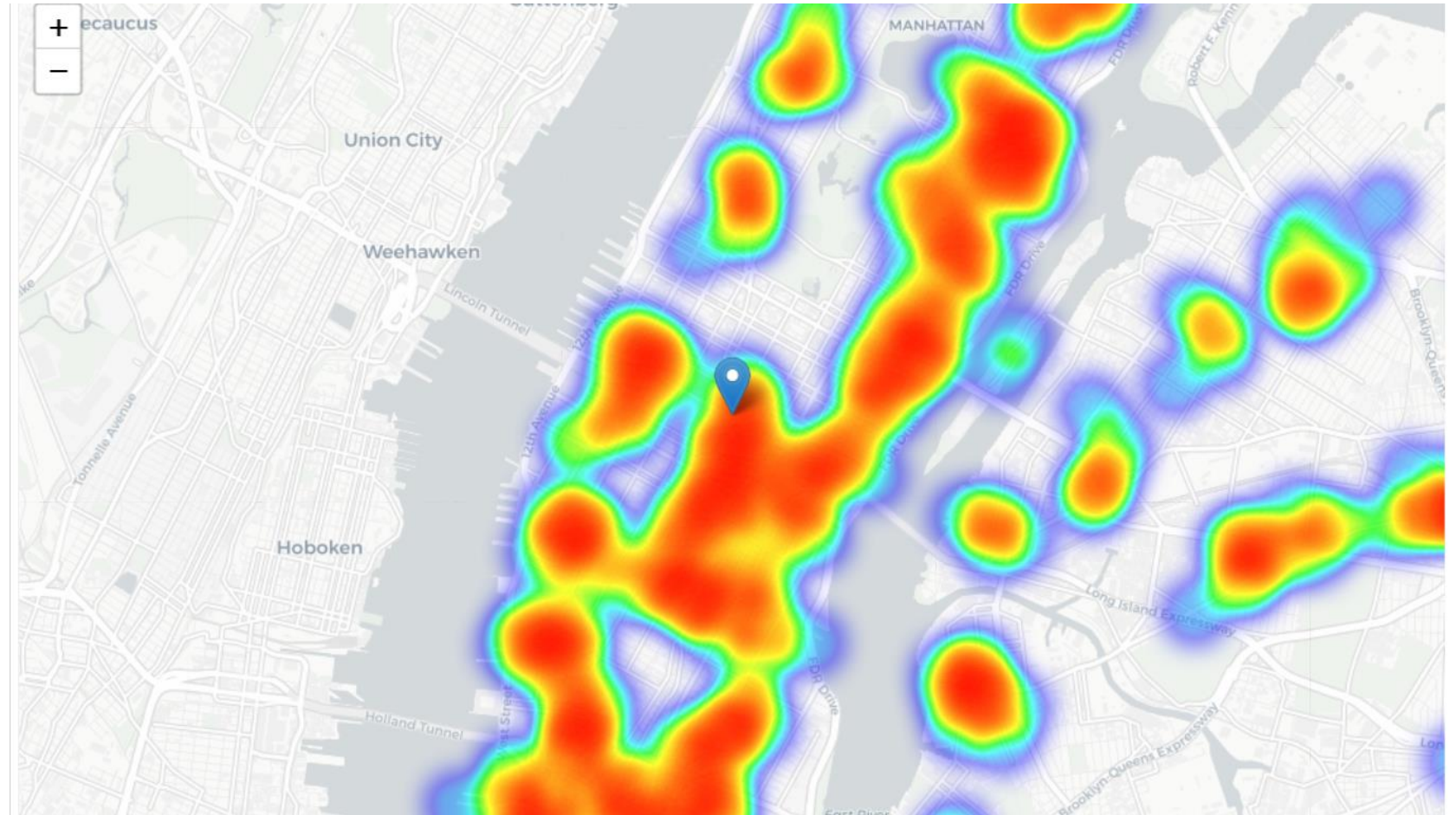


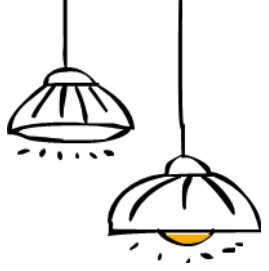




# Exploratory Analysis

- Made Heat Maps to explore the density of all restaurants as well as Indian restaurants.



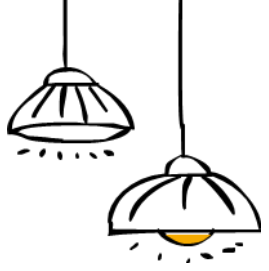


## Result

- Found two zones where areas good for opening an Indian restaurants can be considered.







## Conclusion

- Although there is a great number of restaurants in New York (~2500 in our initial area of interest), there are pockets of low restaurant density too.
- Highest concentration of restaurants was detected in downtown neighbourhoods of Manhattan.
- Found two zones where areas good for opening an Indian restaurants can be considered.
- Final decision on optimal restaurant location will be made by stakeholders based on specific characteristics of neighborhoods and locations in every recommended zone.

THANK YOU

