Predicting where to place a New Restaurant in Manhattan

Roopene Hariharan

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1. Introduction

1.1 Background

Everyone around the world craves for taste and loves good food. This is the reason why restaurants and café run more everywhere in the world. There are people who travels only to taste good food. Therefore, it is important for every restaurant to be in such a place that more people visit them because each restaurant and café is different by itself. So, we got to be precise on recommending a neighborhood for launching a new restaurant. Our major assumption here after analyzing the initial dataset is that Manhattan has lot of restaurant, so we got to locate the similar neighborhoods with the greatest number of restaurants and suggest that as the best place.

So, the target audience for this analysis will be the one who is searching for a best place in Manhattan to start their new restaurant.

1.2 Problem

Data we will be analyzing might include Boroughs, their Neighborhoods, and list of Venue categories around each neighborhood. With that we would be able to find the Borough with the greatest number of restaurants in their top 10 most common venues. This will be our recommendation to launch a New Restaurant.

1.3 Interest

Entrepreneurs will be interested in knowing the neighborhoods which has the pattern for having the Restaurants as their top common venues. Also, considering similar Neighborhoods with same neighborhoods where there are a smaller number of Restaurants, this will be the place where a Restaurant is likely to have better reception and less competition.

2. Data Acquisition and Data Cleaning

2.1 Data Sources

Our initial Borough and Neighborhood details for entire New York City can we be taken from the link here. Then we can use the Four Square API service to extract the list of venue categories around each neighborhood. Geocoder package can be used to extract the Latitude and Longitude data of each Neighborhood we are taken from the above Link