JAPANESE RESTAURANTS IN NEW YORK

COURSERA CAPSTONE PROJECT

THIS PROJECT EXPLORES NEW YORK TO FIND ANSWERS TO QUESTIONS:

1. Where in New York to go to eat delicious Japanese food?

2. Where in New York can an investor open a profitable Japanese Restaurant?

JAPANESE RESTAURANTS IN NEW YORK CITY

This project investigates where high-rated Japanese restaurants are located in New York. In which area an investor can open a restaurant with the least risk and competition.

JAPANESE RESTAURANTS IN NEW YORK CITY

New York City demographics show that it is a large and ethnically diverse metropolis.

More than 20,000 Japanese people live in New York. They were the ones who started opening Japanese restaurants in New York.

NEW YORK CITY - DEMOGRAPHICS

New York is the largest city in the United States. New York City is home to about 8.5 million people, which is more than 40% of the population of New York State and a slightly smaller percentage of the New York metropolitan area, which is home to approximately 23.6 million people.

The city is home to a large number of immigrants.

DATA

To solve the problem, we need the following data:

- New York City data containing boroughs and boroughs.

- Coordinates of latitude and longitude of these areas.

- Data on venues, in particular, data on restaurants.

These data will be used for further analysis of the surroundings. They are necessary for building a map and obtaining data about the venue.
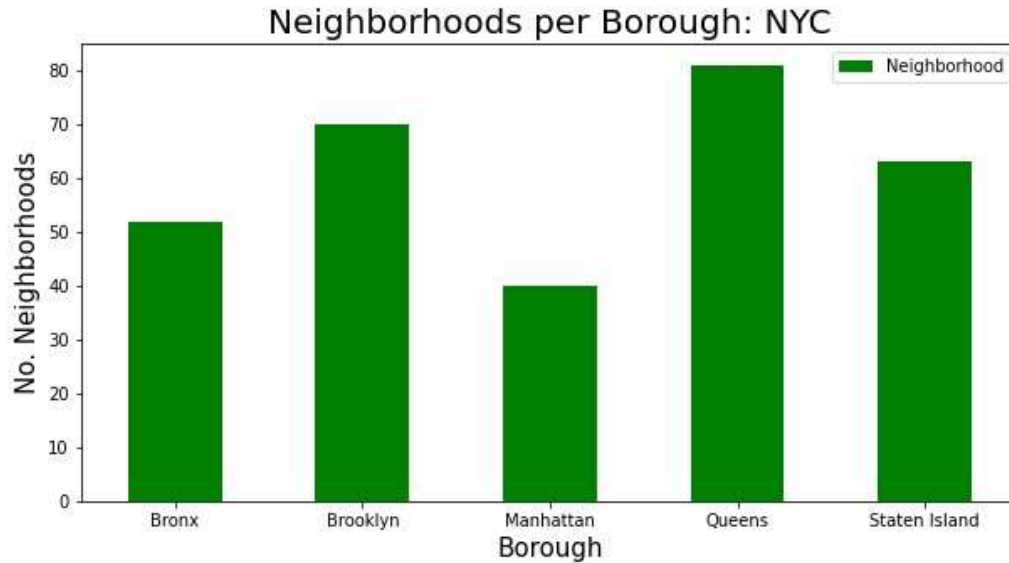
DATA SCIENCE SKILLS

This project will require the use of many data science skills:

- open source dataset

- work with API (Foursquare)

- data cleansing

- data processing
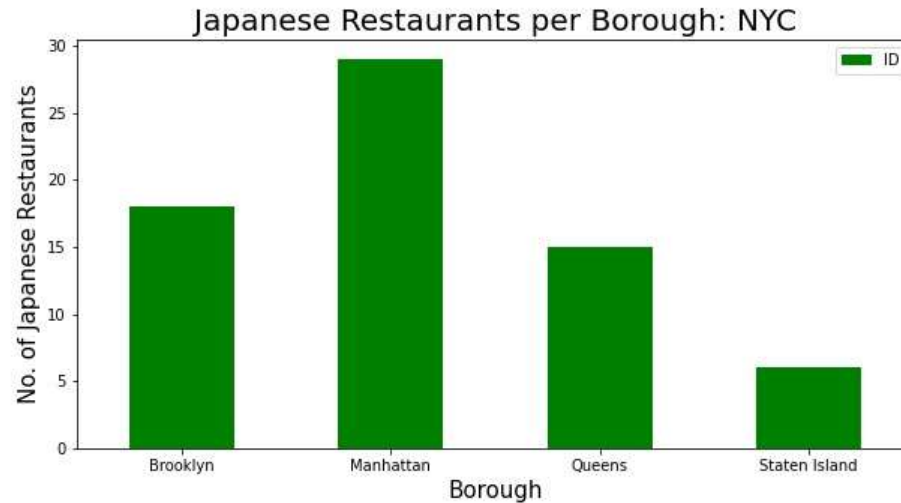
- data visualization in charts and maps (Folium).

The project carried out exploratory data analysis, performed logical statistical testing, and used machine learning methods.
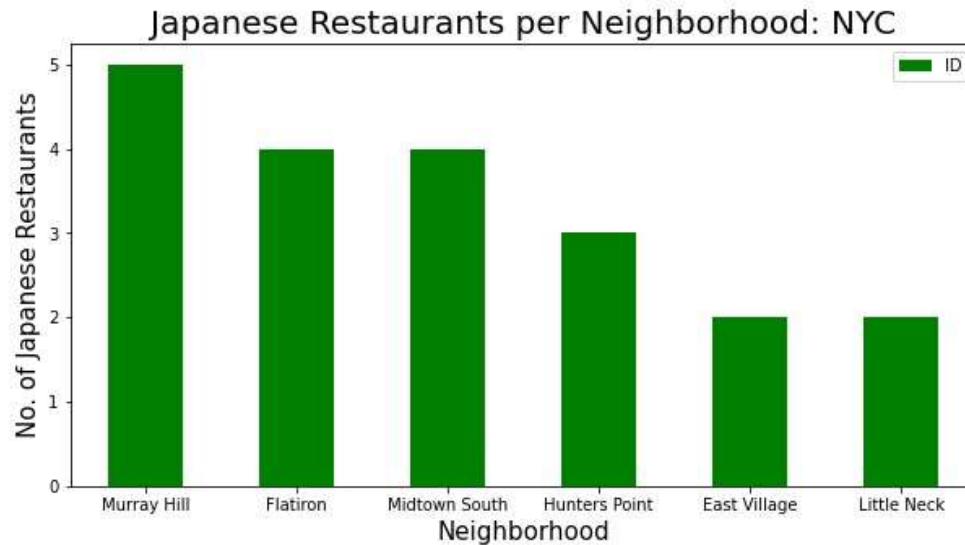
QUEENS HAS THE HIGHEST NUMBER OF NEIGHBORHOODS. MANHATTAN HAS THE SMALLEST NUMBER OF NEIGHBORHOODS.
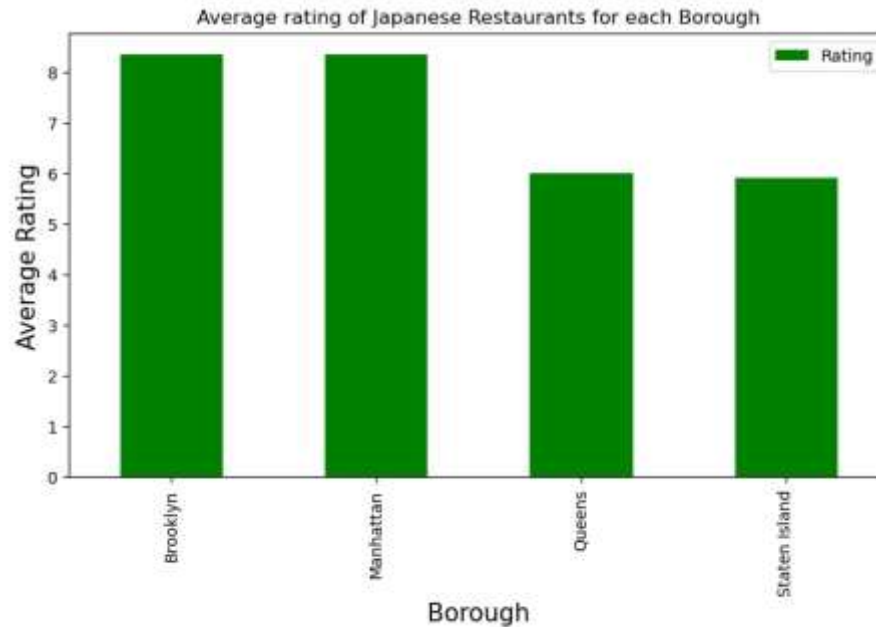
MANHATTAN HAS THE LARGEST NUMBER OF JAPANESE RESTAURANTS. THERE ARE 29 JAPANESE RESTAURANTS IN MANHATTAN. PERHAPS THIS IS DUE TO THE FACT THAT A LARGE NUMBER OF JAPANESE LIVE IN MANHATTAN.

Japanese Restaurants per Borough: NYC

THE MURRAY HILL AREA HAS THE LARGEST NUMBER OF JAPANESE RESTAURANTS IN MANHATTAN. THERE ARE 5 JAPANESE RESTAURANTS IN THE AREA.

Japanese Restaurants per Neighborhood: NYC

MANHATTAN HAS THE HIGHEST AVERAGE RATING FOR JAPANESE RESTAURANTS. BROOKLYN GOES RIGHT BEHIND THE MANHATTAN WITH THE AVERAGE RATING OF ITS JAPANESE RESTAURANTS ONLY A LITTLE LOWER THAN MANHATTAN.

DISCUSSION SECTION

Based on the analysis, I would say that Manhattan and Brooklyn are highly competitive places. It already has the largest number of Japanese restaurants in New York. These restaurants are highly rated. It's hard to compete with them. These restaurants are founded by ethnic Japanese people. They are very well versed in their national cuisine. Fans of Japanese cuisine will go to a restaurant to have a Japanese chef. Therefore, you cannot open a Japanese restaurant there, especially if you are a simple Russian guy.

Lockdown problems during the pandemic have increased the need for home-delivered products. Japanese cuisine has many dishes that are perfect for this purpose. These are sushi and rolls and more. This makes Japanese cuisine especially popular.

DISCUSSION SECTION

I think for maximum success I would open a Japanese restaurant in Queens. There are a lot of people and few Japanese restaurants. The restaurant should have a home delivery department and a good website for taking orders online.

In Brooklyn, you need to look for a good chef, as there are several restaurants with an average rating in excess of 8.0 on a scale of 1.0 to 10.0. I would recommend look for a chef a Japanese Restaurant either in Cobble Hill or in North Side, because both of these neighborhoods have the highest rating for Japanese restaurants.

Also, keep in mind that property prices in Queens are much lower than in Brooklyn and Manhattan.

CONCLUSIONS

In the project we have gone through the process of identifying the business problem, specifying the data required, extracting and preparing the data, performing data analysis, and lastly providing recommendations to the investors/developers.