



The Battle of the Borough or Where Someone Should Open a New Fried Chicken Joint in New York.

FRIED CHICKEN SUCCESS

FRIED CHICKEN IS POPULAR, LETS FIND THE
BEST PLACE IN MANHATTAN TO OPEN A
NEW ONE.



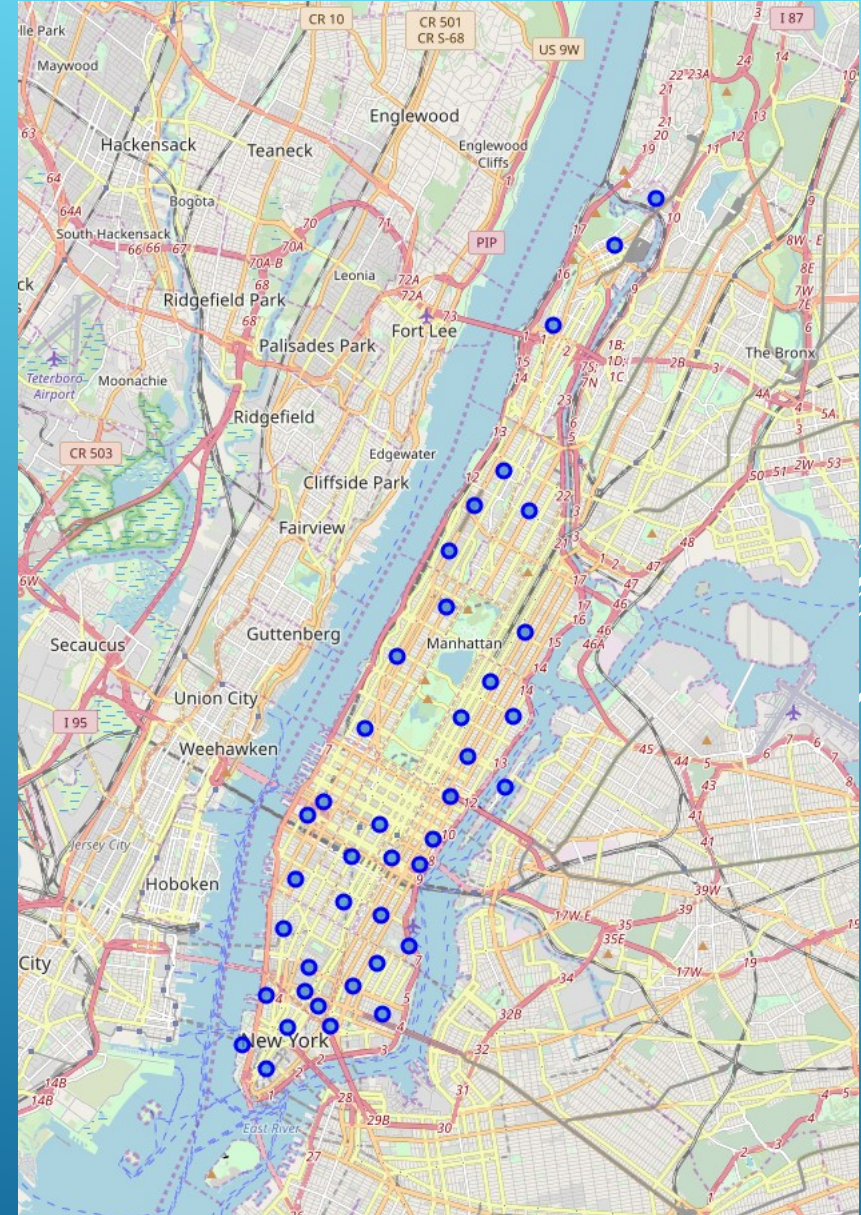
- ▶ Ping the Foursquare API and get relevant venue information.
- ▶ Clean that data and then put it into a data frame.
- ▶ Start analyzing the data

FANTASTIC DATA AND WHERE TO FIND THEM

Several white lines of varying lengths and angles are positioned in the bottom right corner of the slide, creating a modern, abstract graphic element.

- ▶ GeoPy and Nomiantim library which converts an address into latitude and longitude.
- ▶ Map of every neighborhood in Manhanntan pinned.

WELCOME TO NEW YORK

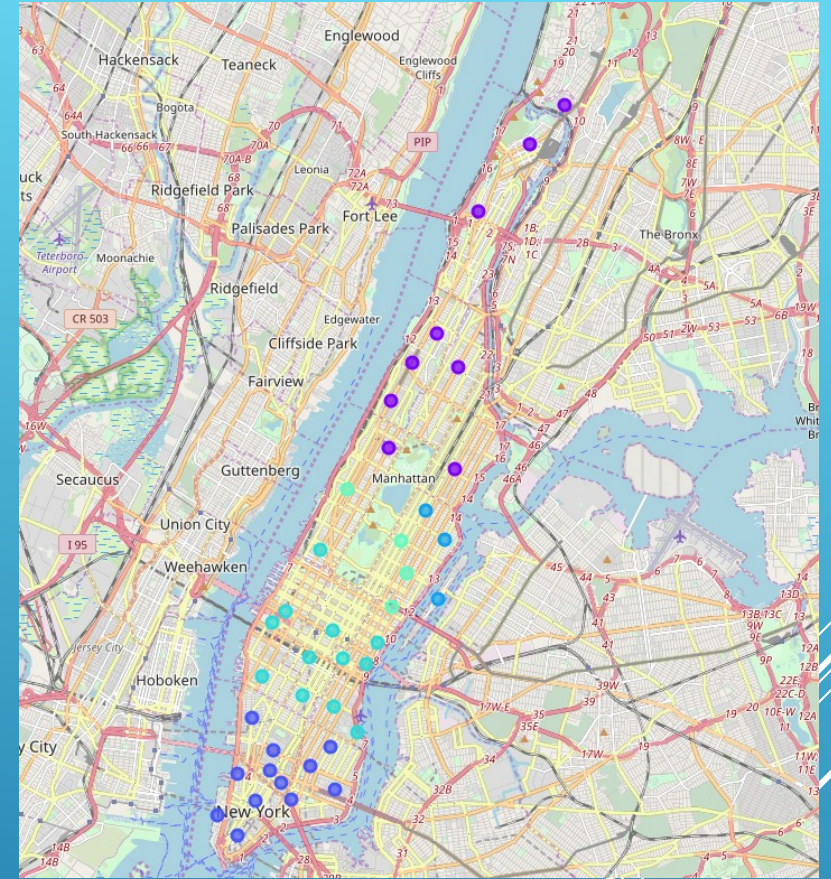


	Neighborhood	Neighborhood Latitude	Neighborhood Longitude	Venue	Venue Latitude	Venue Longitude
884	Midtown South	40.74851	-73.988713	Turntable Chicken Jazz	40.748428	-73.986302
885	Midtown South	40.74851	-73.988713	Pelicana Chicken	40.747602	-73.986272
886	Midtown South	40.74851	-73.988713	Turntable LP Bar & Karaoke	40.747974	-73.987239
887	Midtown South	40.74851	-73.988713	Sticky's Finger Joint	40.754780	-73.986520
888	Midtown South	40.74851	-73.988713	Bobwhite	40.757246	-73.972022
889	Midtown South	40.74851	-73.988713	bb.q chicken	40.747863	-73.986965
890	Midtown South	40.74851	-73.988713	KFC	40.750041	-73.992211

A list of every fried chicken restaurant with its name and location details listed out

WINNER WINNER CHICKEN DINNER

- ▶ Using K neighbors and k means we have a set number of clusters and we can see where are some hot spots.



SHOW ONLY THE FRIED CHICKEN
PLACES FROM FOURSQUARE API

After getting our data frames we can flatten and start ordering the data and see the frequency of how often some places pop up.

	Neighborhood	1st Most Common Venue	2nd Most Common Venue	3rd Most Common Venue	4th Most Common Venue	5th Most Common Venue	6th Most Common Venue	7th Most Common Venue	8th Most Common Venue	9th Most Common Venue	10th Most Common Venue
0	Battery Park City	KFC	Fuku	Popeyes Louisiana Kitchen	Dirty Bird To Go	Sticky's Finger Joint	Captain's Fried Chicken	Kentucky Fried Lizard	Thunder Bun	Dees Chicken & Waffles	Mad For Chicken
1	Carnegie Hill	KFC	Kennedy Fried Chicken & Pizza	Geteburgers	Chirping Chicken	Popeyes Louisiana Kitchen	PortuGrill NYC	Roast Homestyle Chicken	Crown Fried Chicken	Texas Chicken and Burgers	Fried Chicken Shack
2	Central Harlem	Crown Fried Chicken	Popeyes Louisiana Kitchen	Kennedy Fried Chicken	KFC	Texas Chicken & Burgers	Kennedy Fried Chicken & Pizza	Kings Fried Chicken	Charles' Pan Fried Chicken	Domino's Pizza	Kennedy's Fried Chicken
3	Chelsea	Popeyes Louisiana Kitchen	Pelicana Chicken	KFC	Sticky's Finger Joint	Fuku	NYC Fried Chicken Corporation	Bonchon Chicken	Bugaboo	K Chicken	Chick-fil-A
4	Chinatown	KFC	Fuku	Popeyes Louisiana Kitchen	Chick-fil-A	#BlazinFeathers	Chicken V	Royal Fried Chicken	Root & Bone	Captain's Fried Chicken	Pudgie's Famous Chicken

RANKING FREQUENCY

We see a heavy concentration of fried chicken places where there is a proximity to college dormitories.

RESULTS – COLLEGE KIDS RULE

Neighborhood	
Midtown South	49
Flatiron	47
Central Harlem	46
Midtown	44
Manhattanville	41
Murray Hill	41
Gramercy	41
Little Italy	38
Greenwich Village	37
Hamilton Heights	36
Chelsea	36
Noho	35
Soho	35
East Village	33
Clinton	32
Chinatown	32
East Harlem	30
Hudson Yards	30
Tudor City	29
Stuyvesant Town	28
Morningside Heights	28
Civic Center	27
West Village	25
Tribeca	24
Manhattan Valley	23
Turtle Bay	23
Lower East Side	23
Lincoln Square	19
Inwood	19
Washington Heights	17
Battery Park City	17

- ▶ Business owners looking to open a fried chicken place in Manhattan should look at my clusters and pick locations close to college dorms.

CONCLUSION