Introduction/Business Problem

Description: New York City is the most populous city in the US, which has been described as the cultural, financial, and media capital of the world. Its food culture includes an array of international cuisines influenced by the city's immigrant history. Central and Eastern European immigrants, especially Jewish immigrants from those regions, brought bagels, cheesecake, hot dogs, knishes, and delicatessens (or delis) to the city. Italian immigrants brought New York-style pizza and Italian cuisine into the city, while Jewish immigrants and Irish immigrants brought pastrami and corned beef, respectively. Chinese and other Asian restaurants, sandwich joints, trattorias, diners, and coffeehouses are ubiquitous throughout the city. Some 4,000 mobile food vendors licensed by the city, many immigrant-owned, have made Middle Eastern foods such as falafel and kebabs examples of modern New York street food. The city is home to "nearly one thousand of the finest and most diverse haute cuisine restaurants in the world", according to Michelin. The New York City Department of Health and Mental Hygiene assigns letter grades to the city's restaurants based upon their inspection results. As of 2019, there were 27,043 restaurants in the city, up from 24,865 in 2017[1].

Problem: As the figures above, New York is a dream place for gourmet to seek delicious cuisine and also a good place for those who want to start their food business. As we all know New York is home to the largest ethnic Chinese population outside of Asia, with multiple distinct Chinatowns across the city[1]. So NYC is a good place for people who want run a Chinese Restaurant. Before people take action, they need to know where they open it? By exploring the characteristics of Chinese restaurants, I hope to figure out whether there is a pattern in the distribution of the restaurants, so that we can give some advices for those who want to start a new Chinese Restaurant.

[1]. https://en.wikipedia.org/wiki/New_York_City#Cuisine