The Battle of the Neighborhoods - Week 2

Determining Strategic Locations for an African/Ethiopian Restaurant in New York City

Business Problem

- New York City is the most populous city in the United States. New York City is also the most densely populated major city in the United States.

- The city has been described as the cultural, financial, and media capital of the world, significantly influencing commerce, entertainment, research, technology, education, politics, tourism, art, fashion, and sports.

- The city is composed of five boroughs, each of which is a county of the State of New York. The five boroughs—Brooklyn, Queens, Manhattan, the Bronx, and Staten Island.

•Data required

  - ☐ List of borough and neighborhoods of New York
  - ☐ Latitude and longitude coordinates of those neighborhoods
  - ☐ Venue data, particularly data related to restaurants

•Sources of data

☐Open source dataset of New York: https://cocl.us/new_york_dataset

☐Geocoder package for latitude and longitude coordinates
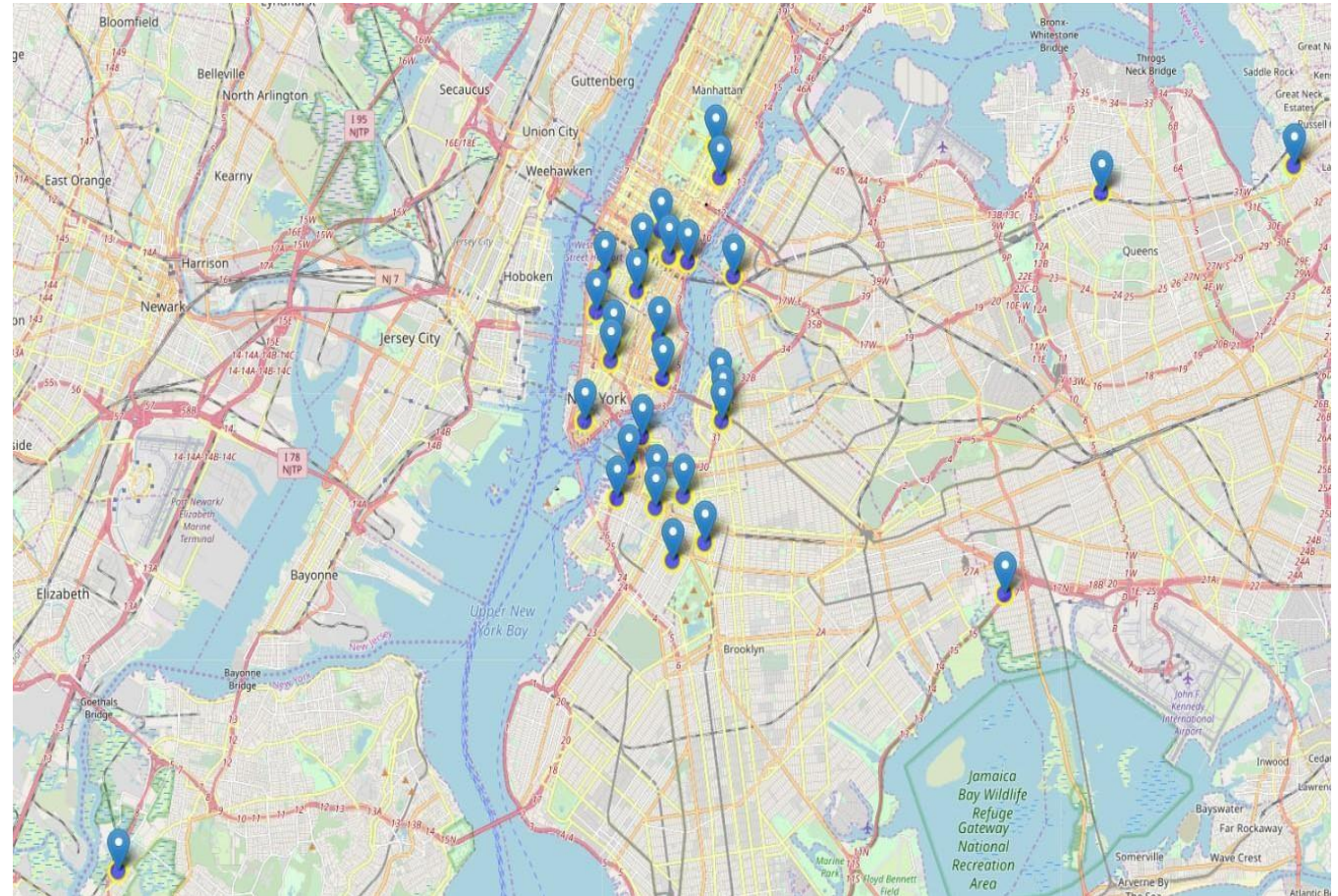
☐Foursquare API for venue data

Methodology

- Collect the data from https://cocl.us/new_york_dataset . Cleane and process the data into a dataframe.

- Using FourSquare, locate all venues and then filter by African/Ethiopian restaurants. Ratings, tips, and likes by users will be counted and added to the dataframe.

- Sort the data based on rankings.

- Visually assess the data be will be using graphing from Python libraries.

Results

- Manhattan has the highest number of African/Ethiopian restaurants comparing to the other boroughs.

- Manhattan has the highest average rating for African/Ethiopian Restaurants.

- Two neighborhoods with the highest average rating for African/Ethiopian Restaurants are
Cobble Hill and North Side

(both located in Brooklyn).

Discussion Section

□Based on the results of our analysis, Manhattan and Brooklyn are the best locations for African/Ethiopian cuisine in NYC.

□Brooklyn is a more promising place to open a new African/Ethiopian restaurant.

□Neighborhoods Cobble Hill or in North Side are the best place in Brooklyn to open a new Japanese restaurant.

Conclusion

• Answer to business question: Where in the city of New York, should the investor open a African/Ethiopian Restaurant?

- Best rated African/Ethiopian Restaurant in NYC is OOTOYA Restaurant in Manhattan.
- The findings of this project may be used in real life to better understand the advantages and disadvantages of different New York neighborhoods/boroughs in terms of opening a African/Ethiopian restaurant.