

STUDYING CHINESE RESTAURANTS IN NEW YORK CITY

Battle of neighborhood(week-2)

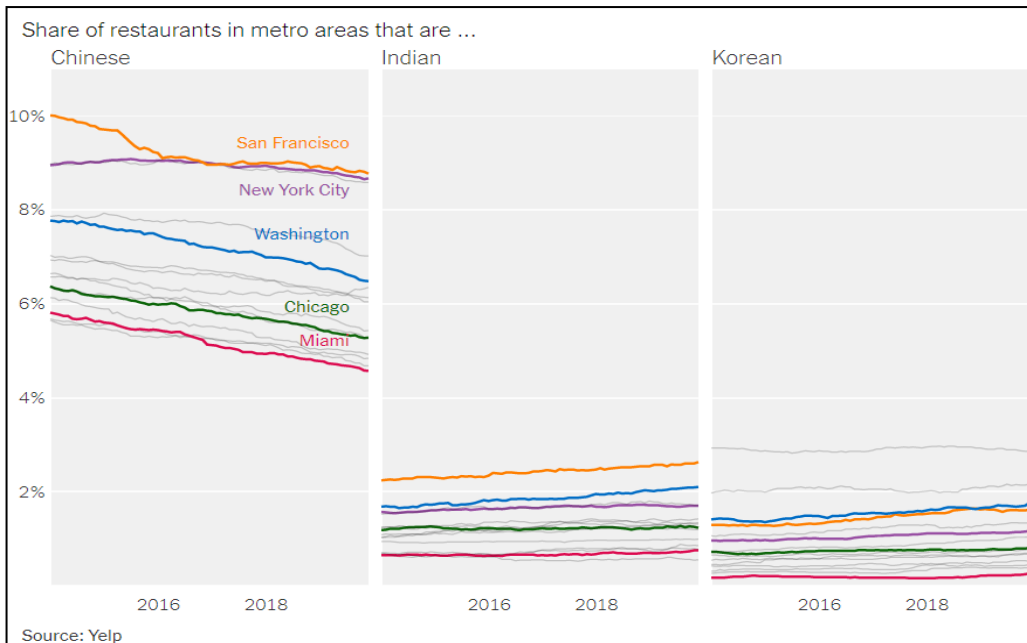
by

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NEW YORK CITY AND DIVERSE RESTAURANTS

- ➡ New York City's demographics show that it is a large and ethnically diverse metropolis.
- ➡ 8.7 Million population (2019)
- ➡ 5 Boroughs [Bronx (The Bronx), Kings (Brooklyn), New York (Manhattan), Queens (Queens), Richmond (Staten Island)].
- ➡ New York City has been a major point of entry for immigrants; the term "melting pot" was coined to describe densely populated immigrant neighborhoods on the Lower East Side.
- ➡ The city is an unique example of "Unity in Diversity " [Different Cultures, Foods and Languages).
- ➡ Our focus will be Diverse Food results in diverse restaurants [e.g. Chinese , Italian, Indian , French etc.]

NEW YORK CITY AND STATUS OF CHINESE RESTAURANTS (BUSINESS SUCCESS)



- ➡ There is a noticeable decrease of Chinese restaurants in different parts of US from 2016 onwards.

REASONS

- ➡ But those are not Chinese-restaurant-specific factors, and do not explain the wave of closings.
- ➡ A big reason seems to be the economic mobility of the second generation. 8.7 Million population (2019)

The New York times Report on Dec.24, 2019

"It's a success that these restaurants are closing," said Jennifer 8. Lee, a former New York Times journalist who wrote of the rise of Chinese restaurants in her book "The Fortune Cookie Chronicles" and produced a documentary, "The Search for General Tso." "These people came to cook so their children wouldn't have to, and now their children don't have to."

NEW YORK CITY AND HIGHER POSSIBILITIES FOR NEW CHINESE RESTAURANTS (FUTURE)

- The New York metropolitan area's status as the leading gateway for Chinese immigrants to the United States, greater than San Francisco and Los Angeles combined, [33] all popular styles of regional Chinese cuisine have commensurately become ubiquitously accessible in New York City.
- The availability of the regional variations of Chinese cuisine originating from throughout the different provinces of China is most apparent in the city's Chinatowns in Queens, particularly the Flushing Chinatown, but is also notable in the city's Chinatowns in Brooklyn and Manhattan.

There is probability of higher success rate for opening a new Chinese restaurants in New York

Mainly due to following three factors.

- 1> Number of Chinese restaurants decreases.
- 2> Demands of Chinese restaurants increases.
- 3> Variations of Chinese cuisine originating from throughout the different provinces of China

- We will concentrate on the Chinese Restaurants (New York) in this projects.

DATA ACQUISITION AND CLEANING

- Collected the New York city data from https://cocl.us/new_york_dataset.
- We only used Borough, Neighborhood, Latitude and Longitude columns of the data.
- We have used Latitude, Longitude and Neighborhood data to separate only the information of the Chinese Restaurants in New York, using the Foursquare API.
- Checked for the duplicate data and filtered.
- Afterwards we used Foursquare API Premium calls to extract detailed information and only kept those restaurants for which the complete information are available (e.g. "Likes", "Tips" and "Ratings").

NEW YORK CITY'S PLACES (CHINESE RESTAURANTS)

- There are total 306 locations in New York which we searched for restaurants.
- Total 196 Chinese restaurants are there.



COMPARISON BETWEEN DIFFERENT BOROUGHS (NO. OF CHINESE RESTAURANTS)



| Neighborhood | | ID |
|---------------|----|----|
| Borough | | |
| Bronx | 25 | 25 |
| Brooklyn | 52 | 52 |
| Manhattan | 18 | 18 |
| Queens | 86 | 86 |
| Staten Island | 15 | 15 |

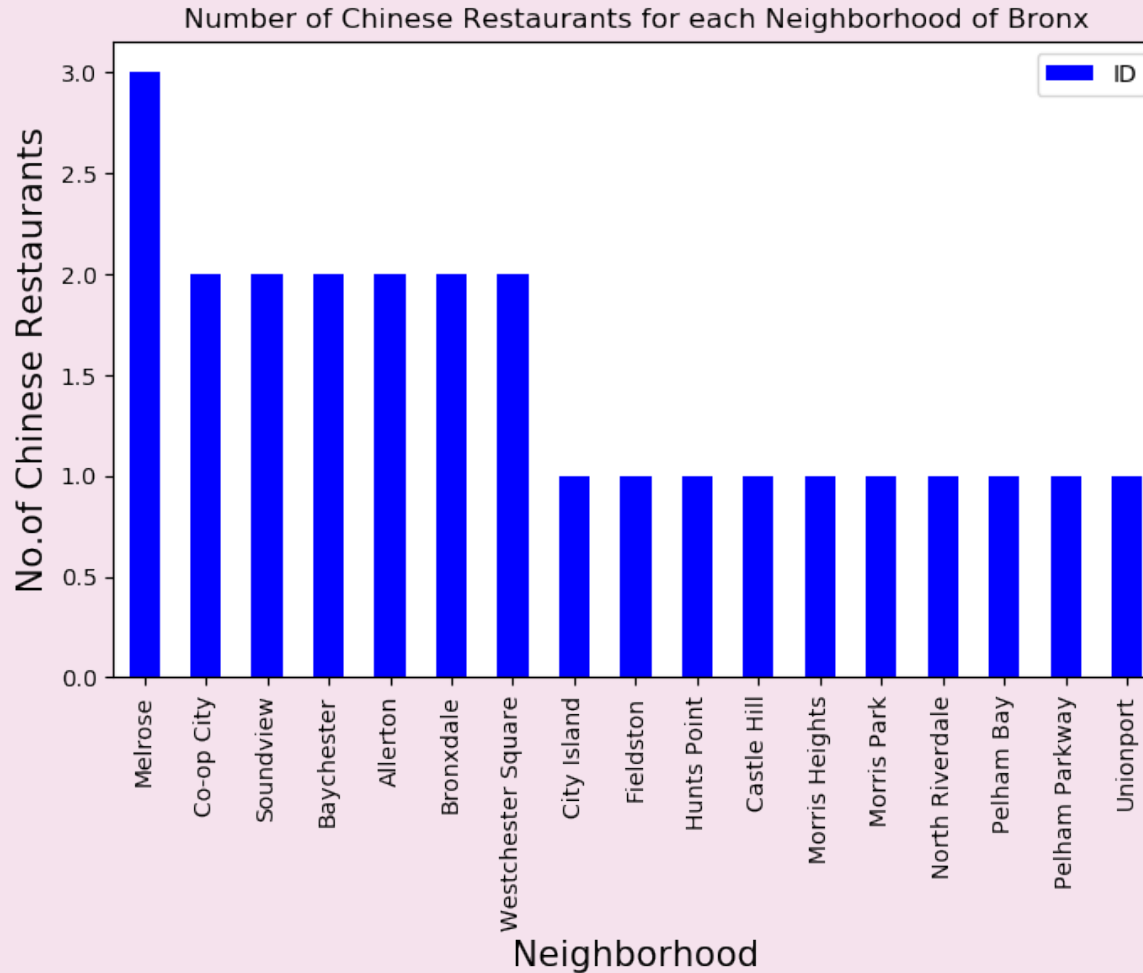
- Queens has highest number of Chinese restaurants neighborhoods.
- 86 Chinese restaurants are there in Queens

COMPARISON BETWEEN DIFFERENT NEIGHBORHOODS (NO. OF CHINESE RESTAURANTS)

| Borough |
|---------------|
| Bronx |
| Brooklyn |
| Manhattan |
| Queens |
| Staten Island |

COMPARISON IN BORONX (NO. OF CHINESE RESTAURANTS)

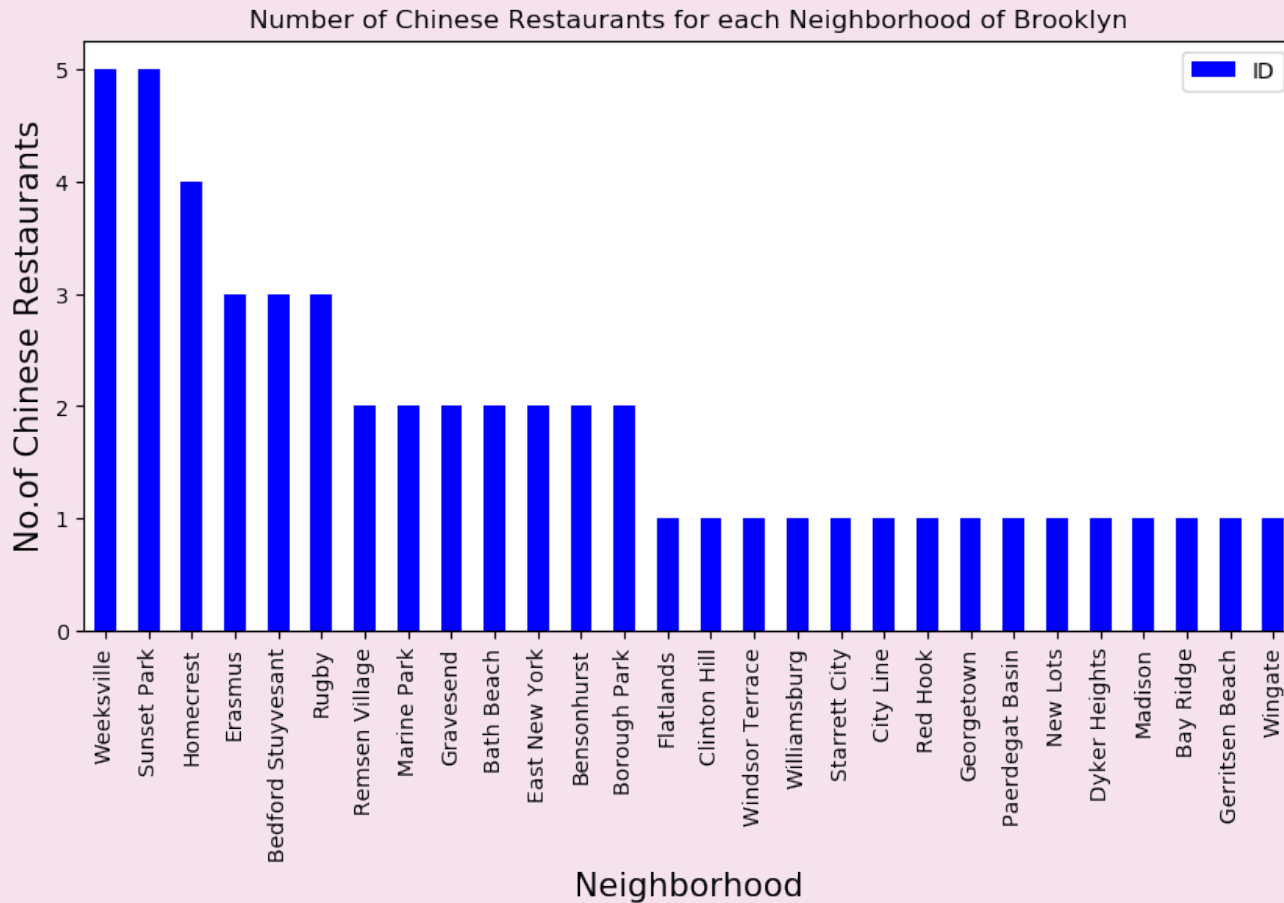
- There are total 25 Chinese restaurants in Bronx.



- Melrose has highest number of Chinese restaurants in Bronx

COMPARISON IN BROOKLYN (NO. OF CHINESE RESTAURANTS)

- There are total 52 Chinese restaurants in Brooklyn.

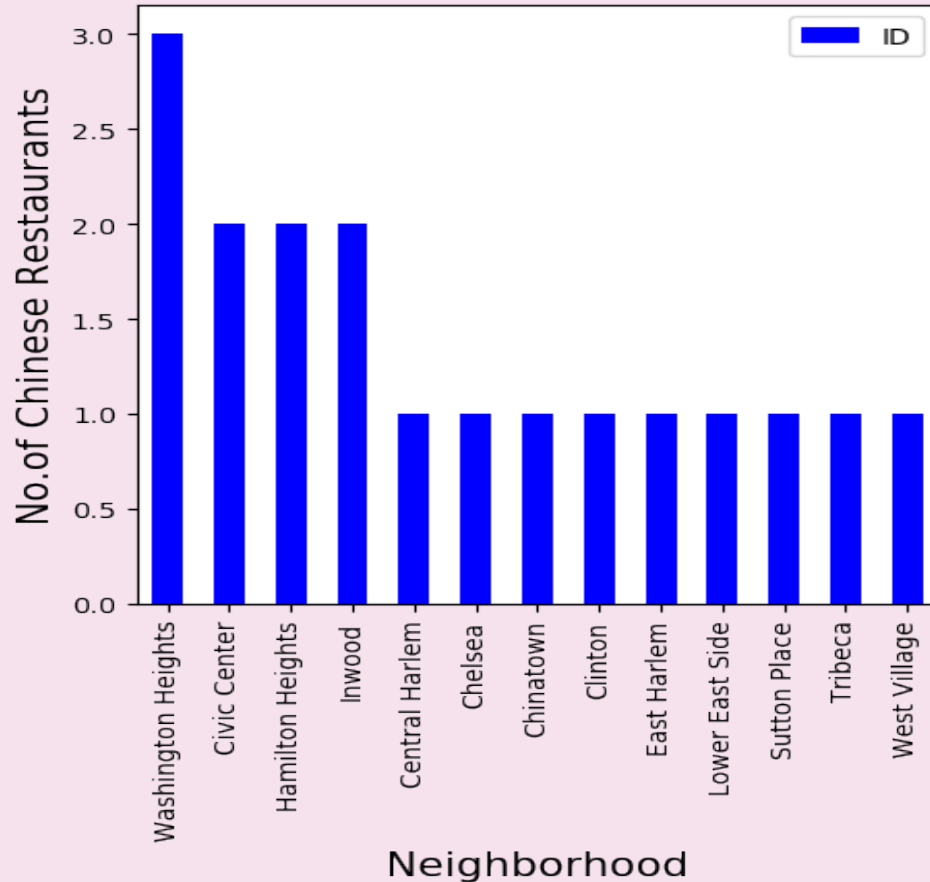


- Weeksville and Sunset Park in Brooklyn have highest number of Chinese restaurants

COMPARISON IN MANHATTAN (NO. OF CHINESE RESTAURANTS)

- There are total 18 Chinese restaurants in Manhattan.

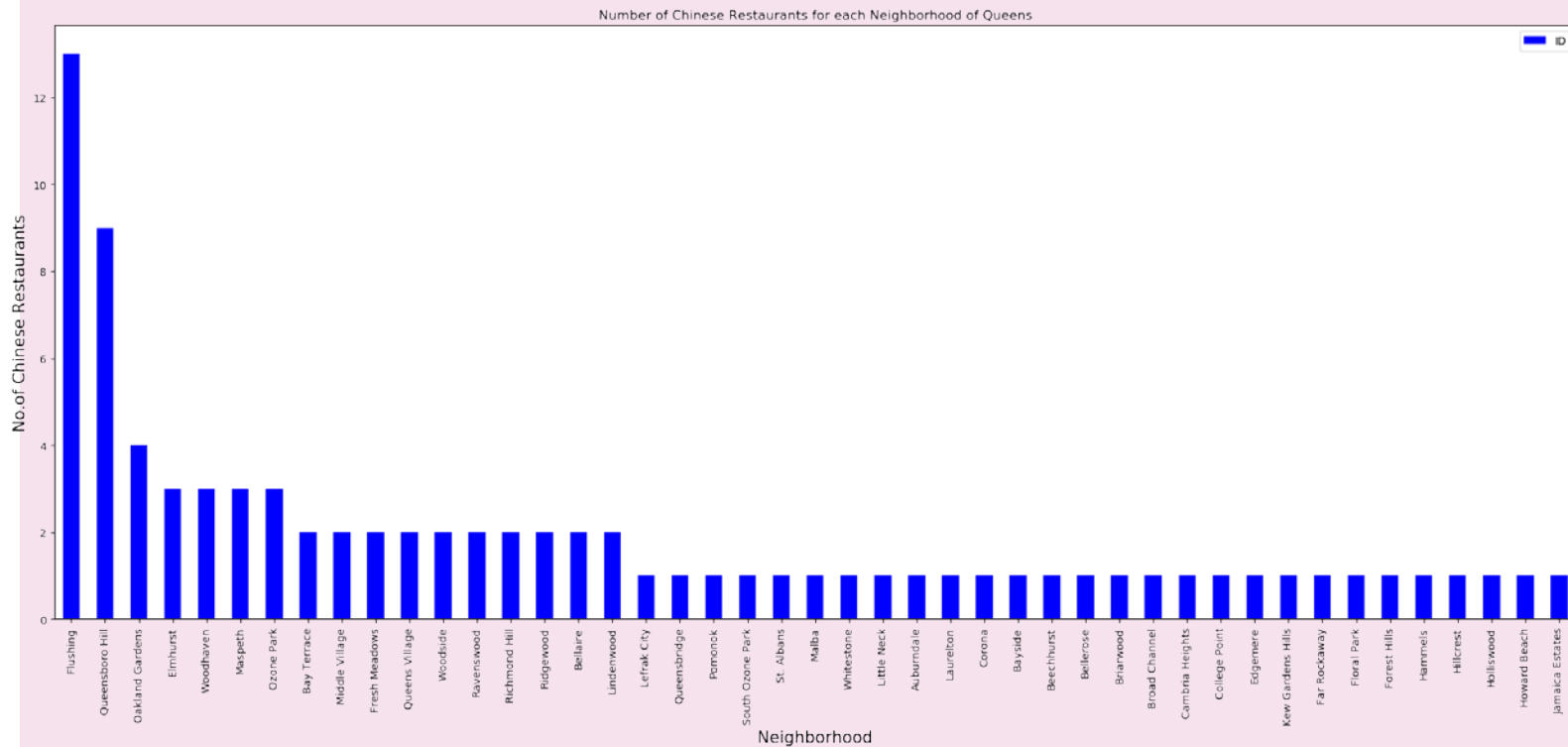
Number of Chinese Restaurants for each Neighborhood of Manhattan



- Washington Heights in Manhattan has highest number of Chinese restaurants

COMPARISON IN QUEENS (NO. OF CHINESE RESTAURANTS)

- There are total 86 Chinese restaurants in Queens.

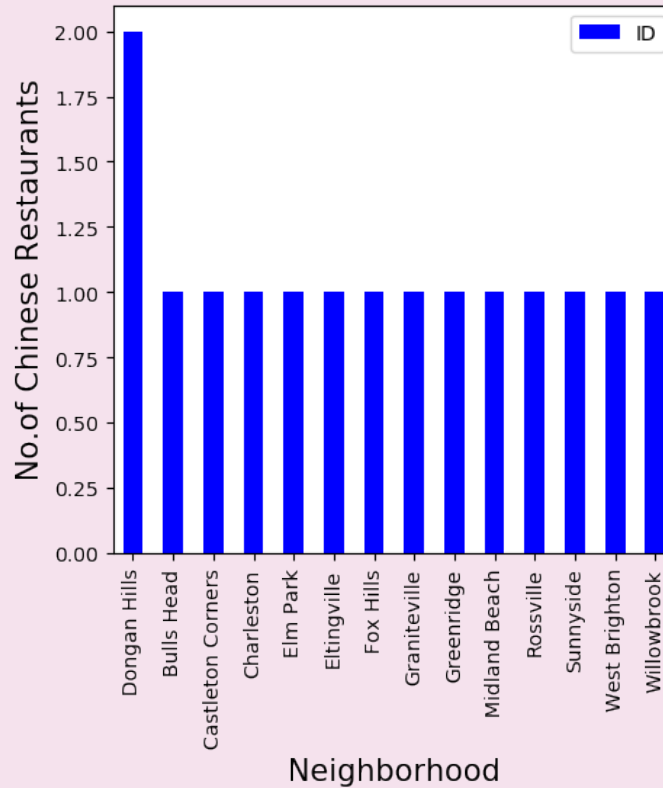


- Flushing in Queens has highest number of Chinese restaurants.

COMPARISON IN STATEN ISLAND (NO. OF CHINESE RESTAURANTS)

- There are total 15 Chinese restaurants in Staten Island.

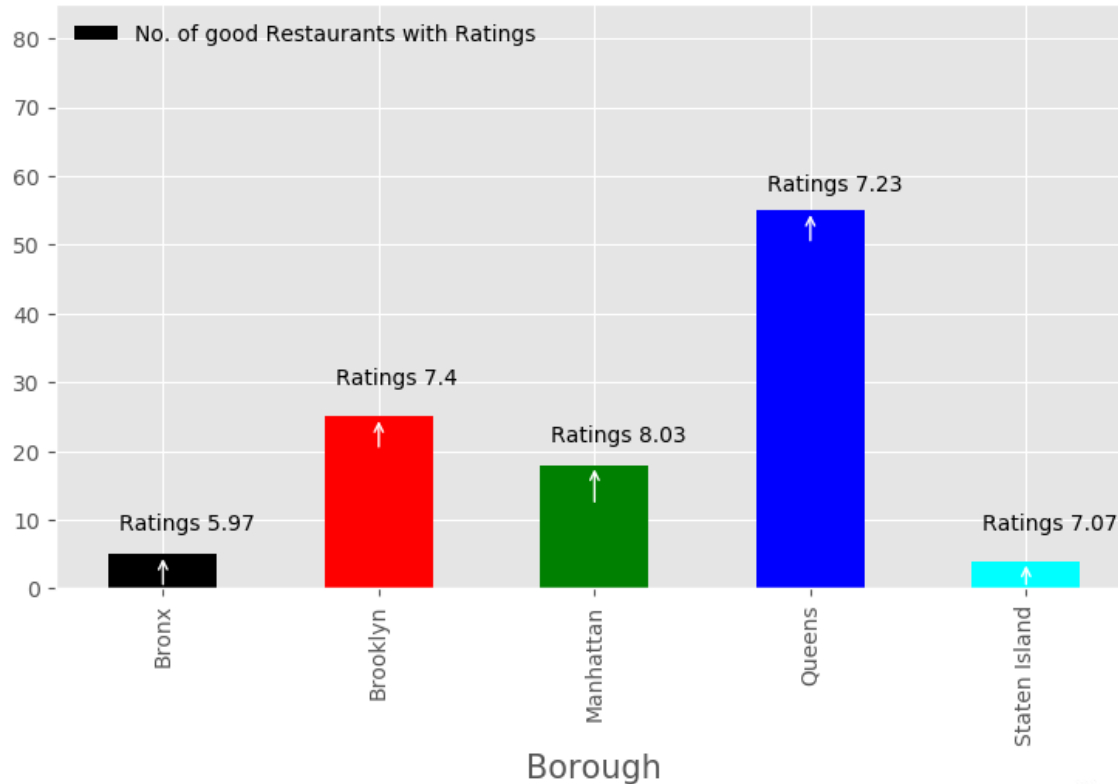
Number of Chinese Restaurants for each Neighborhood of Staten Island



- Dongah in Staten Island has highest number of Chinese restaurants.

COMPARISON OF RATINGS BETWEEN CHINESE RESTAURANTS IN DIFFERENT BOROUGH

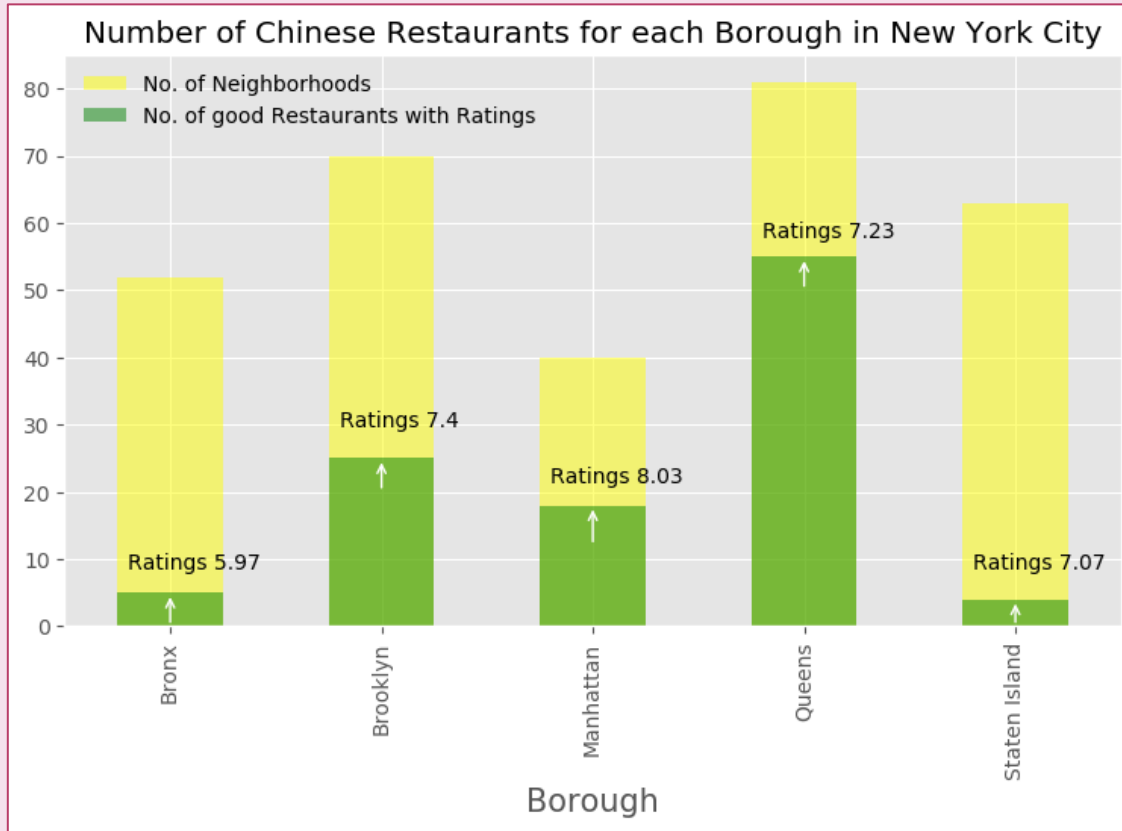
Number of Chinese Restaurants for each Borough in New York City with Rating



- Queens has higher number of Chinese restaurants.
- But, Average ratings of the Chinese restaurants in Manhattan are higher.

| | Borough | Average Rating |
|---|---------------|----------------|
| 2 | Manhattan | 8.038889 |
| 1 | Brooklyn | 7.420000 |
| 3 | Queens | 7.232143 |
| 4 | Staten Island | 7.075000 |
| 0 | Bronx | 5.975000 |

COMPARISON BETWEEN RESTAURANTS AND NEIGHBORHOOD NUMBER IN DIFFERENT BOROUGH



- Manhattan is place having High Rating Chinese restaurants. [High competition]
- Even though Staten Island is in the fourth position in terms of average rating, but the there are lots of space available for new Chinese restaurants with less competition

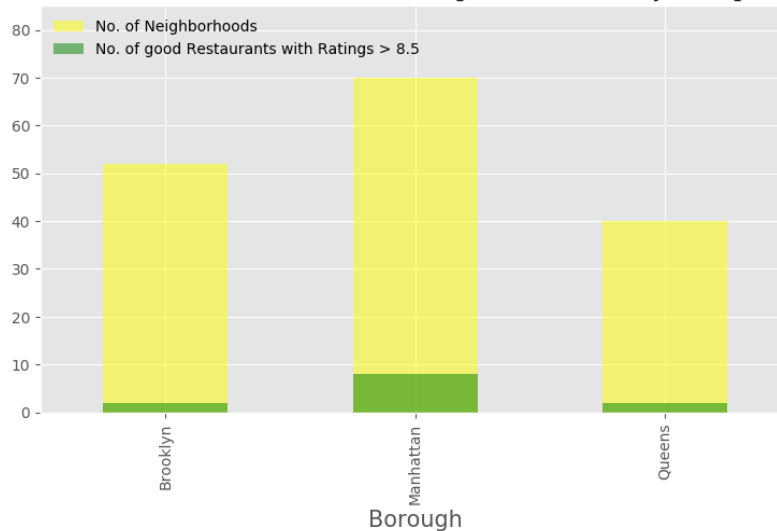
CHINESE RESTAURANTS HAVING GOOD RATINGS IN DIFFERENT BOROUGH

Rating > 8.5

- 8 restaurants in Manhattan.
- 2 restaurants in Brooklyn.
- 2 restaurants in Queens.

| | Borough | Neighborhood | Rating | Name |
|----|-----------|-----------------|--------|------------------------------|
| 0 | Brooklyn | Windsor Terrace | 8.9 | East Wind Snack Shop |
| 1 | Brooklyn | Marine Park | 8.7 | China New Star |
| 2 | Manhattan | Chinatown | 8.7 | Spicy Village |
| 3 | Manhattan | Clinton | 8.6 | Hakkasan |
| 4 | Manhattan | Chelsea | 9.2 | Buddakan |
| 5 | Manhattan | Lower East Side | 9.1 | Kings County Imperial |
| 6 | Manhattan | Tribeca | 8.7 | China Blue |
| 7 | Manhattan | West Village | 9.1 | Decoy |
| 8 | Queens | Flushing | 8.5 | DunHuang Lanzhou Beef Noodle |
| 9 | Queens | Flushing | 8.7 | OK Ryan |
| 10 | Manhattan | Civic Center | 8.7 | Joe's Steam Rice Roll |
| 11 | Manhattan | Civic Center | 8.5 | Noodle Village 粥麵軒 |

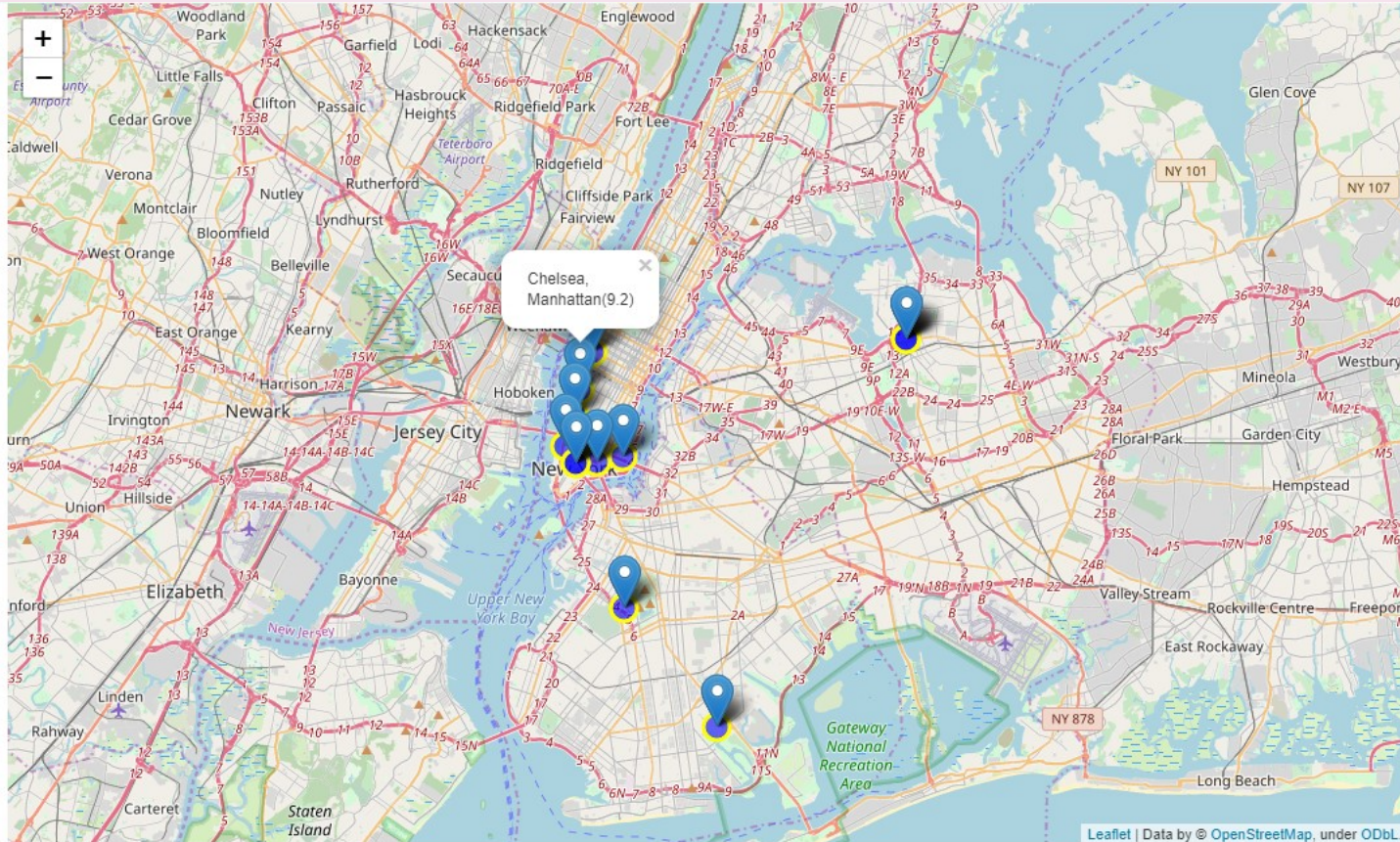
Number of Chinese Restaurants for each Borough in New York City having Rating > 8.5



High competition Manhattan

CHINESE RESTAURANTS HAVING GOOD RATINGS IN DIFFERENT BOROUGH

Out[233]:



CONCLUSIONS

- ❖ Chelsea (Manhattan, 9.2), Lower East Side (Manhattan, 9.1), West Village (Manhattan, 9.1), China Town (Manhattan, 8.7), Civic Center (Manhattan, 8.7), Tribeca (Manhattan, 8.7), Clinton (Manhattan, 8.6), Winsdor (Brooklyn, 8.9), Marine Park (Brooklyn, 8.7), Flushing (Queens, 8.7) are some of the best neighborhoods for Chinese cuisine.
- ❖ Manhattan is mostly high rating Chinese Restaurant Market.
- ❖ The ranks of Bronx in terms of average rating of Chinese Restaurants is last.
- ❖ Even though Staten Island is in the fourth position in terms of average rating, but there are lots of space available for new Chinese restaurants with less competition (this data revealed from the Graph "Visual comparison between , No. of Chinese Restaurants and Average Rating w.r.t. neighborhood numbers in each Borough").
- ❖ Manhattan may be a good place for opening a new Chinese restaurants if we can compete with other High Rating restaurants.

OPINION AND ASSUMPTIONS

- ❖ I will prefer Brooklyn for opening a new Chinese restaurants because Brooklyn is in the second position in terms of rating but in comparison to Manhattan the available locality is higher and at the same time the only two available restaurants having ratings above 8.5. Less competition.
- ✓ The conclusion of the project totally depends on the Rankings, Likes and Tips available in Foursquare.
- ✓ I did not take into account those restaurants for which the data of the Rankings, Likes and Tips are not available.