

Introduction

Background:

While there are several cities in the United States, New York City is second to none. Fondly called NYC or simply New York, it is the most populous city in the United States. Home to 8.3 million people as of 2019, NYC is a “melting pot” of an ethnically diverse demographic. NYC also has a flourishing economy and is the financial capital of the USA. Many companies and corporations are headquartered in New York. It is a global hub for tech, biotech, tourism, media, real estate, and financial industries. New York, with its population and economy, makes for an exciting market for any new business.

Business Problem:

The objective of this project is to analyze and determine the best locations in NYC to open a new restaurant. The restaurant is to cater to a wide demographic with inclusive menu offerings for different cultures and tastes. This project will leverage Foursquare location data, data analysis, and visualization.

Data:

The source of the data is https://cocl.us/new_york_dataset. This dataset contains information on neighborhoods and boroughs in NYC and their respective geometric coordinates. These coordinates will be utilized as input for the Foursquare API. Foursquare API contains other location data that will be used for the rest of the analysis.

The data will be evaluated to determine the best location by evaluating the population in different neighborhoods, the number of other restaurants/competition in that neighborhood, the number of produce markets in the neighborhoods, and other variables.