**The Battle of Neighborhoods – Opening an Indian Restaurant in New York City, NY**

# 1. Introduction/Business Problem

* **Background**

**New York City (NYC), often simply called New York, is the most populous city in the United States. With an estimated 2019 population of 8,336,817 distributed over about 302.6 square miles (784 km2), New York City is also the most densely populated major city in the United States. (New York City, n.d.)**

**NYC is also known as financial and cultural capital of the world. The city has incredible cultural diversity which has brought food from all around the world.**

* **Problem**

NYC is famous for its cuisine. Its cuisine reflects the city's immigrant background, with a diverse range of different cuisines. Therefore, to survive in such a competitive market choosing a correct location is very important. Indian food with has received a lot of appreciation for its remarkable use of herbs and spices. The food is famous for its great variety of vegetarian dishes. As a result, Indian restaurants have gained popularity all over US

In this project, I will investigate and identify the best potential neighborhoods for opening a new Indian restaurant in NYC.

* **Interest**

This project will provide data-based evidence for anyone interested in opening an Indian restaurant in New York City, NY.

# 2. Data

* **Data Sources**

**The following datasets and information are considered for analysis to build a restaurant recommendation model.**

1. Get Neighborhood data of NYC along with latitudes, and longitudes from <https://cocl.us/new_york_dataset>.
2. **Obtained geographical coordinates of the New York using Python Geocoder package.**
3. **Foursquare API** **venues explore** method to get the venues of NYC neighborhoods.