Analysing restaurants in Brooklyn, New York

Aditya Deepak Nayar

Introduction:

Background

New York in one of the most diverse cities in the world with people from several countries residing there .One of the most visible effects of this can be seen in the variety of eateries and restaurants that are found there with restaurants serving almost all types of cuisines. But all of them are not evenly distributed across the city and usually restaurants serving a particular cuisine might be more popular in one neighbourhood while other cuisines may be popular in some other neighbourhoods. These are affected by a lot of factors and some of which are evident whereas others are not. So a chef or a restaurant chain looking to open a restaurant in a particular neighbourhood will have to consider the popularity of the dishes or cuisine it is planning to serve in that given neighbourhood and it would also be beneficial to know the areas where they are popular.

Problem

Grouping different neighbourhoods in Brooklyn having similar food patterns of eateries so as to make decisions on which neighbourhood to open the restaurant in so as to get maximum customers.

Interest

This problem will be considered by several large fast food chains, burger joints and so on to decide the area in which they should start their branch to get maximum customers. They can use the data to decide on the kind of dishes they should focus more on in different outlets and also the kind of competition they will have in different areas and the offers that should be given and so on. This data can also be used by chefs who are specialised in a particular cuisine to decide the area where they would like to open their restaurant and the taste of people in different neighbourhoods.