Introduction/Business Problem

New York City is known for having a plethora of dining options all over the city. With a population of 8.4 million people and over 65 million visitors a year, the demand for restaurants will remain constant. While many people enjoy the diversity of cuisine and the opportunity to get “authentic” foreign dishes, there is still a demand for authentic American dishes: residents who did not grow up in New York occasionally yearn for comfort food from their childhood, and visitors from overseas want to try traditional American food. One of the quintessential type of foods in this categories is barbecue (BBQ). And not just any BBQ – real, authentic southern style pit BBQ.

Many BBQ restaurants use cooking techniques and ingredients that are focused on cost and volume, not taste. Because of that, the taste and quality is ok but not great. Being a native Southerner I know the difference quality ingredients and more importantly proper cooking techniques. This provides an opportunity to open several BBQ restaurants in NYC that will stand out from the competition. Rather than open a single restaurant, opening a restaurant in each of the 5 boroughs will provide multiple locations that are far enough apart to not overlap.

For this project, I will segment and cluster each of the 5 boroughs in NYC and identify the best neighborhood to open an authentic BBQ restaurant. To predict the ideal location, I’ll identify locations with other restaurants nearby, which will show the area already supports food services. I’ll also find areas without other BBQ joints nearby to minimize direct competition.