

# INTRODUCTION

Burgers are comforting foods and come in very handy while you are travelling a city and want to have a quick bite. One of the busiest cities in the world -New York is bound to have decent proportion of burger food joints to cater to its masses. The aim of this project is to identify and direct tourist and foodies to popular burger places in NYC.

This project will answer the following questions-

1. Which Burger Joints are present in New York City.
2. Which Borough and Neighborhood have the highest concentration of Burger Joints.
3. Identify the Neighborhoods with top average ratings for Burger Joints
4. Which Burger Joints have the highest ratings (Based on "Likes", "Ratings" and "Tips")

# DATA REQUIREMENTS

Following data will be required for this project.

1. Data on the 5 boroughs as well as the neighborhoods that exist in each borough. The latitude and longitude coordinates of each neighborhood are required as well. This information will be obtained from [https://cocl.us/new\\_york\\_dataset](https://cocl.us/new_york_dataset).
2. Detailed information on Burger joints in New York City. This will be obtained from Foursquare. Foursquare will be able to provide us with detailed information of all the burger joints in New York such as location, ratings, likes, reviews, tips, etc.

By merging both sources of information we will be able to obtain the information required to solve the business problem/questions.

# METHODOLOGY

We will start off by downloading, loading, and exploring the neighborhood and borough data for New York city. We then Create a map of New York with neighborhoods superimposed on top. This will help us better visualize the neighborhoods present in New York City and its distribution. We also create a bar chart to identify the number of neighborhoods per Borough in New York City. We then move on to identify the number of burger joints in each neighborhood using the four-square API. We can see that there are 97 burger joints in New York City. We then move on to identify the number of burger joints per borough in New York City. We then move on to find out the concentration of the burger joints in each Neighborhood. Now we will get the ranking of each burger joint for further analysis. From that, we sought to

identify the top-ranking burger joint in terms of 1. Likes 2. Tips 3. Ratings. We then move on to a more macro view which seeks to identify the boroughs with the highest rating. We then move on to look at the Neighborhoods with the highest rating.

## RESULTS

New York has 5 Boroughs and 306 Neighborhoods: with Queens having the greatest number of neighborhoods. There were total of 97 Burger Joints across NYC: with Queens having the highest number. According to the Four-Square data Chinatown and Civic center had the highest number of Burger joints. There may be more places that sell Burgers and could be classified under fast food places, restaurants etc. This is a limitation of this analysis.

Additionally, as mentioned in the conclusions the analysis discovered places/Neighborhoods with highest number of ratings, tips and likes.

## CONCLUSION

We will now be able to answer all the previously raised questions.

1. There are 97 burger joints across NYC
2. Borough that have the highest concentration of Burger Joints - Queens, neighborhood that have the highest concentration of Burger Joints - Chinatown and Civic Center
3. Multiple neighborhoods are tied at 8.7 rating for the best burger joints
4. The best burger joint in terms of likes and tips is the Corner Bistro located in Corona, Queens while the best burger joint in terms of rating is Shake Shack located in Williamsburg, Brooklyn