

Business Problem

The objective of this Capstone project is to analyze the city of New York to open a new Japanese restaurant. The methodology and instruments such as Data Analysis aims to provide solutions to answer the business question: Should New York, should the investor open a Japanese restaurant?

Data

•Data required

- List of borough and neighborhoods of New York
- Latitude and longitude coordinates of the city
- Venue data, particularly data related to restaurants

•Sources of data

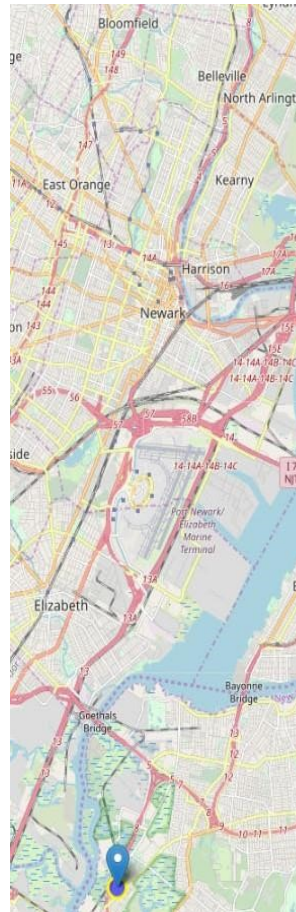
- Open source dataset of New York: <https://data.cityofnewyork.us/>
- Geocoder package for latitude and longitude
- Foursquare API for venue data

Methodology

- Collect the data from https://cocl.us/new_york data into a dataframe.
- Using FourSquare, locate all venues and their ratings. Ratings, tips, and likes by users will be counted.
- Sort the data based on rankings.
- Visually assess the data by using graphs.

Results

- Manhattan has the highest number of Japanese restaurants comparing to the other boroughs.
- Manhattan has the highest average rating for Japanese Restaurants.
- Two neighborhoods with the highest average rating for Japanese Restaurants are Cobble Hill and North Side (both located in Brooklyn).



Discussion Section

- Based on the results of our analysis, Manhattan has the highest number of Japanese restaurant locations for Japanese cuisine in NYC.

- Brooklyn is a more promising place to open a
- Neighborhoods Cobble Hill or in North Side open a new Japanese restaurant.

Conclusion

- Answer to business question: Where in the city open a Japanese Restaurant?
- Best rated Japanese Restaurant in NYC is OOTO
- The findings of this project may be used in advantages and disadvantages of different Neighborhoods in terms of opening a Japanese restaurant.