

Best place to open an Indian Restaurant in New York

Introduction

- ▶ Indians constitute one of the largest and fastest growing ethnicities in New York City in the United States

Growth in the New York City metropolitan region's Asian Indian populace



Growth in the number of Indian restaurants

Therefore, this analysis can be used to select the best location in New York to open Indian Restaurant

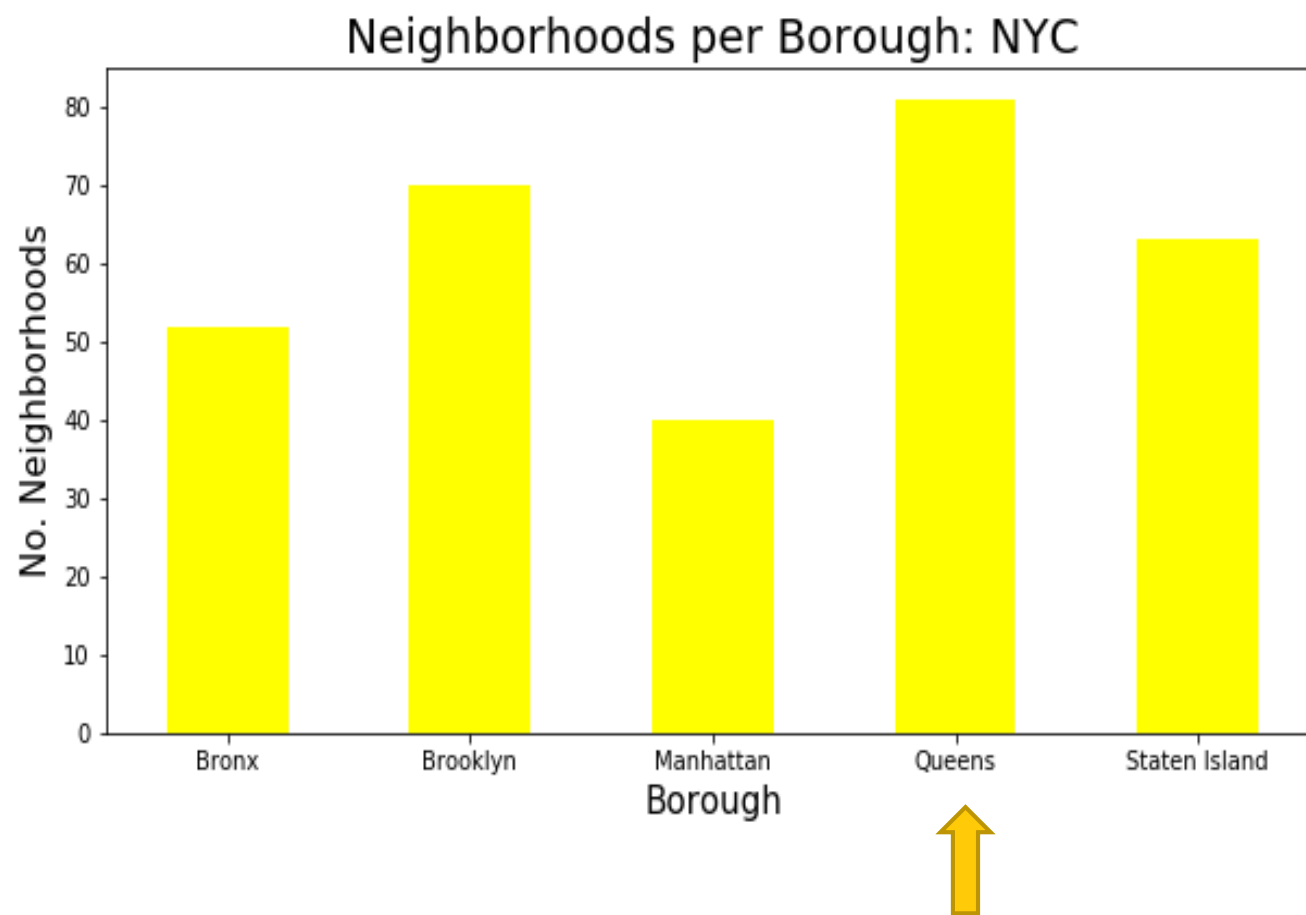
Problem

- ▶ Determining best places to open a restaurant with
 - > higher demand
 - > less competition
- ▶ Determine the best place to stay in order to find the best Indian Restaurant to eat nearby
- ▶ The project aims at determining this by using metrics such as restaurant user ratings and likes and Indian Restaurant location metrics.

Data acquisition and cleaning

- ▶ New York City data containing the neighborhoods and boroughs, latitudes, and longitudes will be obtained from the data source: https://cocl.us/new_york_dataset
- ▶ The data features include Borough, Neighbourhood , Latitude and Longitude.
- ▶ The data for locations and ratings and user likes of Indian restaurants will be obtained from the FourSquare API : <https://foursquare.com/developers/apps>
- ▶ The data features includes Name of the Restaurants, its Neighbourhood, Borough , Likes, Ratings and Tips as in Foursquare

The most number of neighborhoods per borough were in Queens.

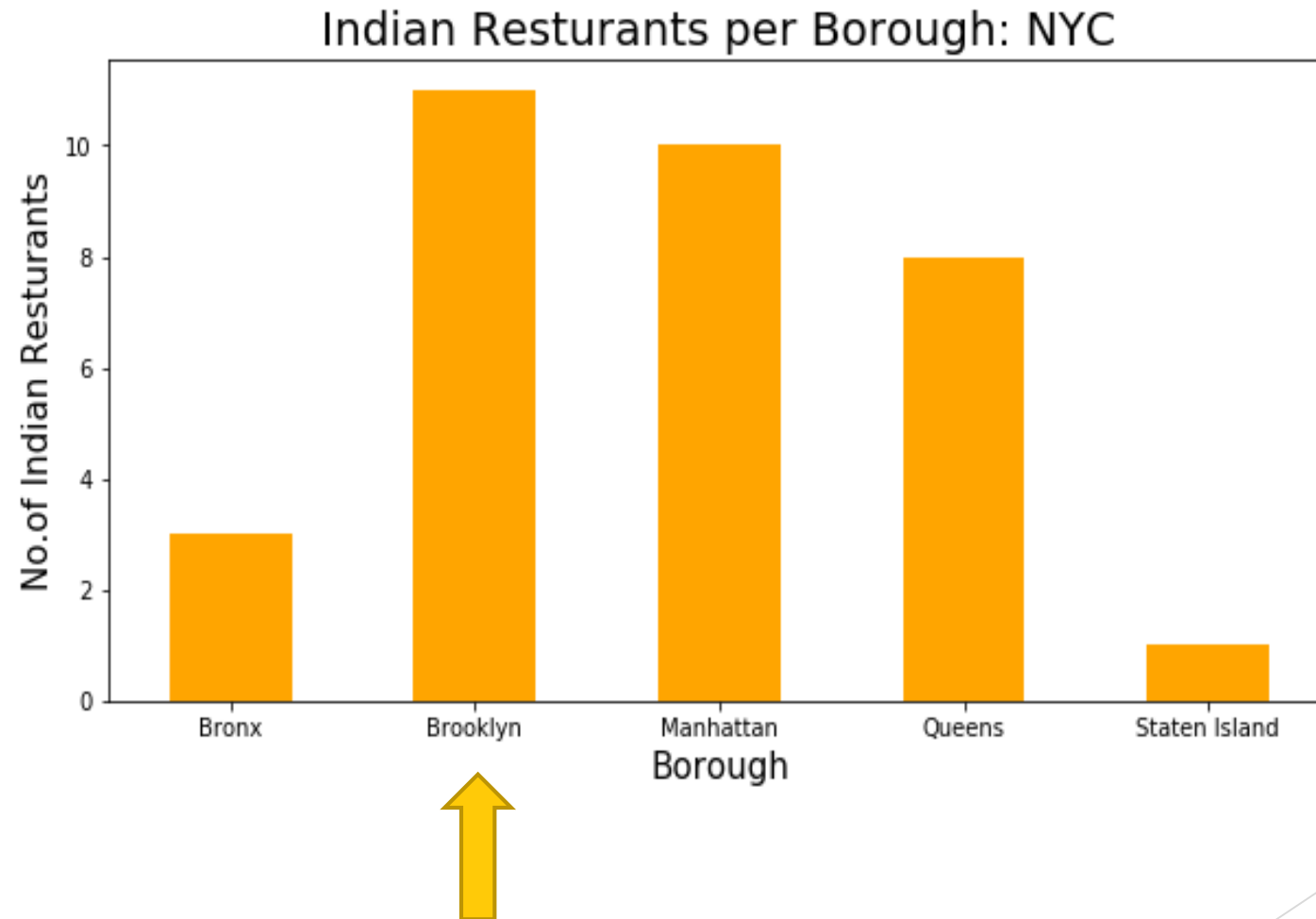


The population of Indian Community in New York Neighborhoods were extracted from

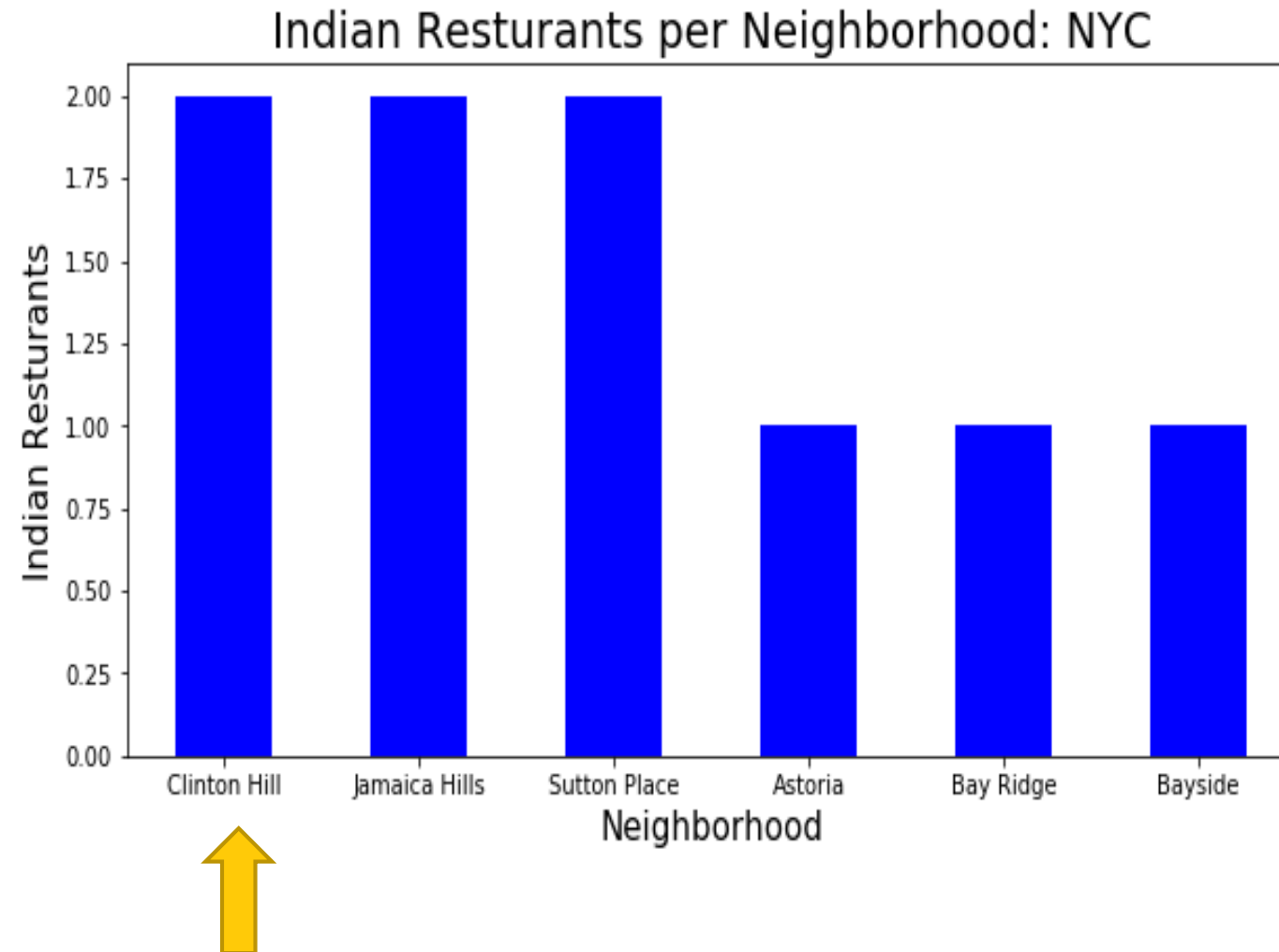
https://en.wikipedia.org/wiki/Indians_in_the_New_York_City_metropolitan_region to be as follows. This shows maximum Indian Communities settled in Queens.

Indian Americans	
Borough	
Queens	144,896
Brooklyn	25,270
Manhattan	24,359
The Bronx	16,748
Staten Island	6,646
Total (2014)	227,994

Maximum number of Indian Restaurants were in Brooklyn with the second highest number of Indian population.



Clinton Hills in Brooklyn has the largest number of Indian Restaurants



Highest Rating : Dosa Royale, in Fort Greene, Brooklyn
Most Likes: Tamarind Tribeca, in Tribeca, Manhattan

Borough	Manhattan
Neighborhood	Tribeca
ID	4bbb9dbded7776b0e1ad3e51
Name	Tamarind TriBeCa
Likes	590
Rating	8.6
Tips	148
Name: 21, dtype: object	



Borough	Brooklyn
Neighborhood	Fort Greene
ID	57596dad498e732300496b23
Name	Dosa Royale
Likes	77
Rating	8.8
Tips	22
Name: 8, dtype: object	



The average rating per neighborhood and borough is as follows:

Neighborhood	Average Rating
Fort Greene	8.8
Prospect Lefferts Gardens	8.7
Tribeca	8.6
Sutton Place	8.4
North Side	8.4
New Dorp	8.3
Greenwich Village	8.2
Bayside	8.2
Washington Heights	8.0
Boerum Hill	8.0



Average Rating for each restaurant for each Borough in Neighborhood

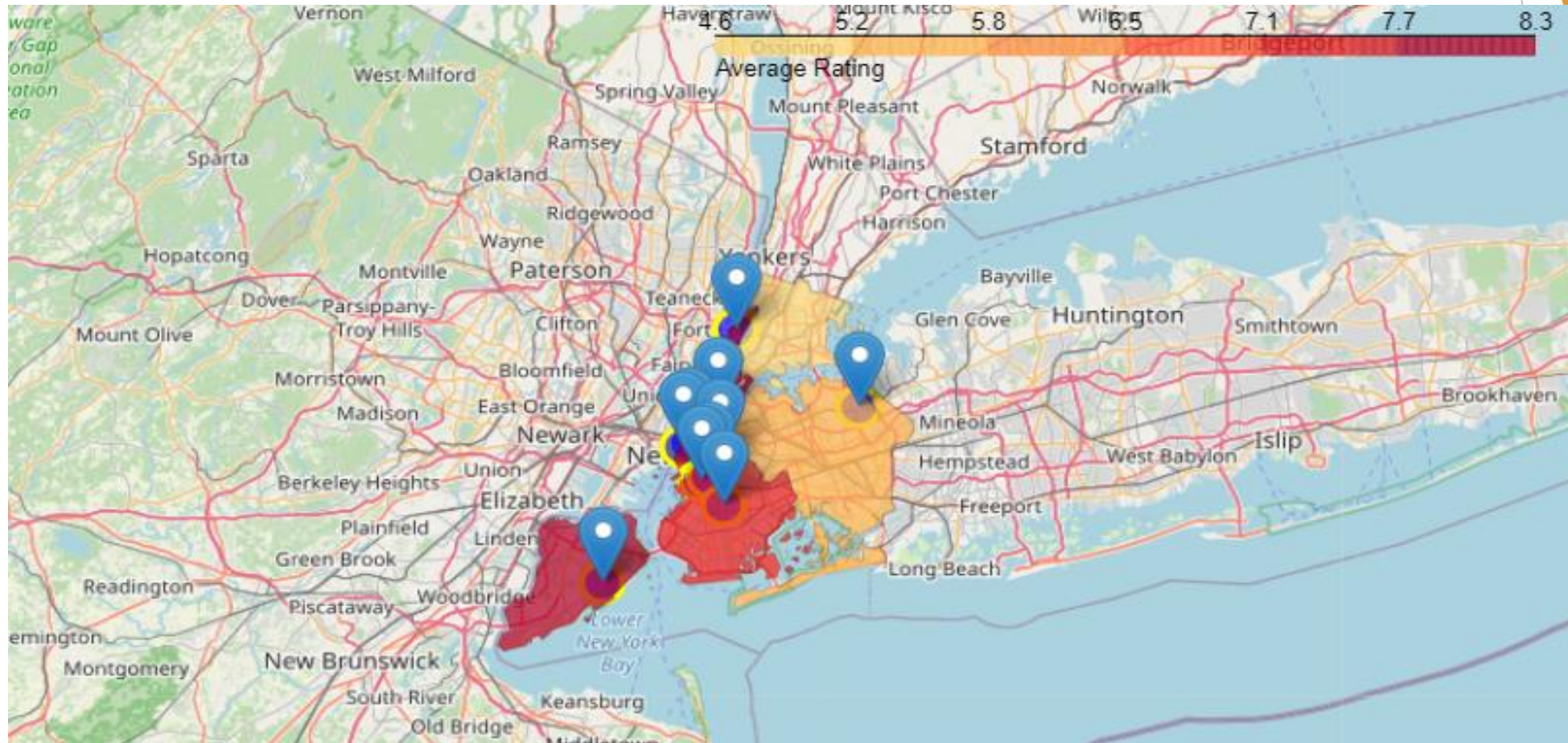


The average Rating greater than 8.0 is shown as follows

Neighborhood	Average Rating
Bayside	8.2
Boerum Hill	8.0
Fort Greene	8.8
Greenwich Village	8.2
New Dorp	8.3
North Side	8.4
Prospect Lefferts Gardens	8.7
Sutton Place	8.4
Tribeca	8.6
Washington Heights	8.0



Map based on Average Rating



Conclusion

- ▶ Clinton Hills of Brooklyn is the neighborhood in all of NYC with the most Indian Restaurants.
- ▶ Staten Island has the least amount of Indian restaurants per borough.
- ▶ Despite Manhattan having the least number of neighborhoods in all five boroughs, it has the second most Indian restaurants and the restaurant with most likes.

Suggestions:

- ▶ Based on this information, I would state that Manhattan and Staten Island are the best locations for Indian cuisine in NYC.
- ▶ To have the best shot of success, I would suggest to open an Indian restaurant in Staten Island. Staten Island has multiple neighborhoods with average ratings exceeding 8.0 of a scale of 1.0 to 10.0 and has the least number of Indian restaurants making competition easier than in other boroughs.
- ▶ Finally, I would suggest to go to Dosa Royale and Tamarind Tribeca for the best Indian food based on likes and ratings