

The background image shows a dense city skyline at dusk or dawn, with numerous skyscrapers of varying heights. The Empire State Building is prominently visible in the center, its Art Deco spire reaching towards the top of the frame. The sky is a hazy orange and yellow, suggesting either sunrise or sunset. The city lights are just beginning to glow, adding a warm glow to the scene.

Thai Restaurant in NYC



NYC

- One of the most populous city in USA
- 5 Boroughs
- Diversity ethnic groups
- Opportunity for Thai restaurant

Thai restaurant

- Represent Thai as a minority group in NYC
- Cultural heritage
- Combination of many Asian culture



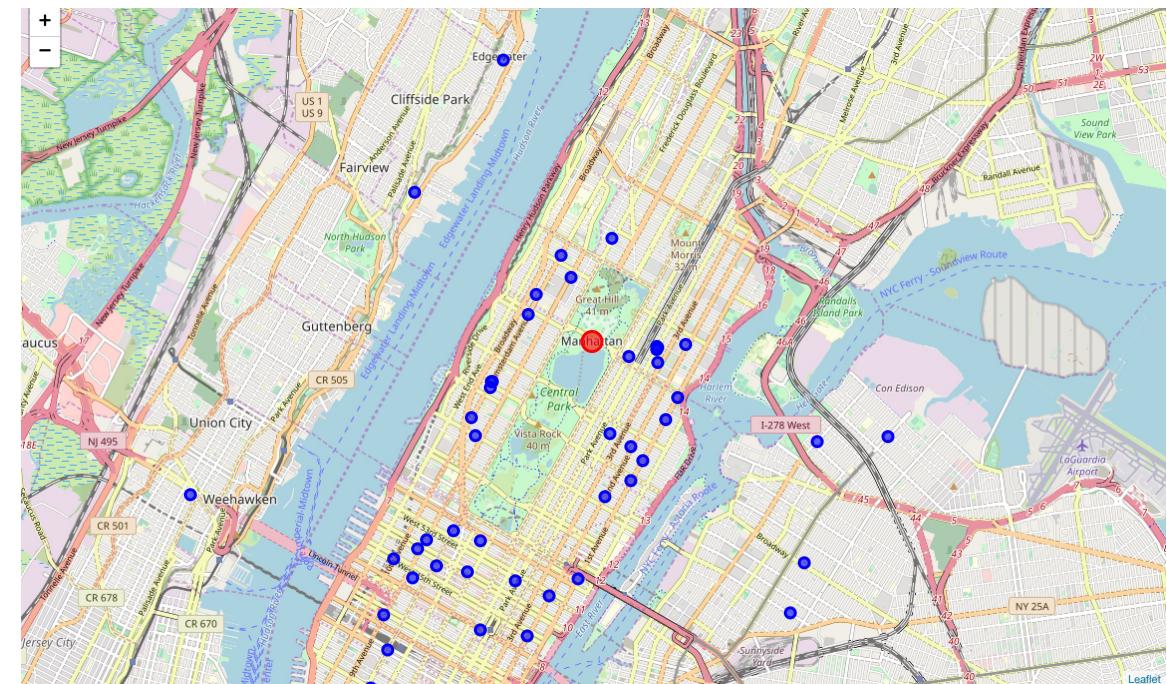
Precise decision making tools
due to high competition in
NYC

Answer to
these
questions

- How many Thai restaurants in each Borough
- How dense of Thai restaurants in each Borough

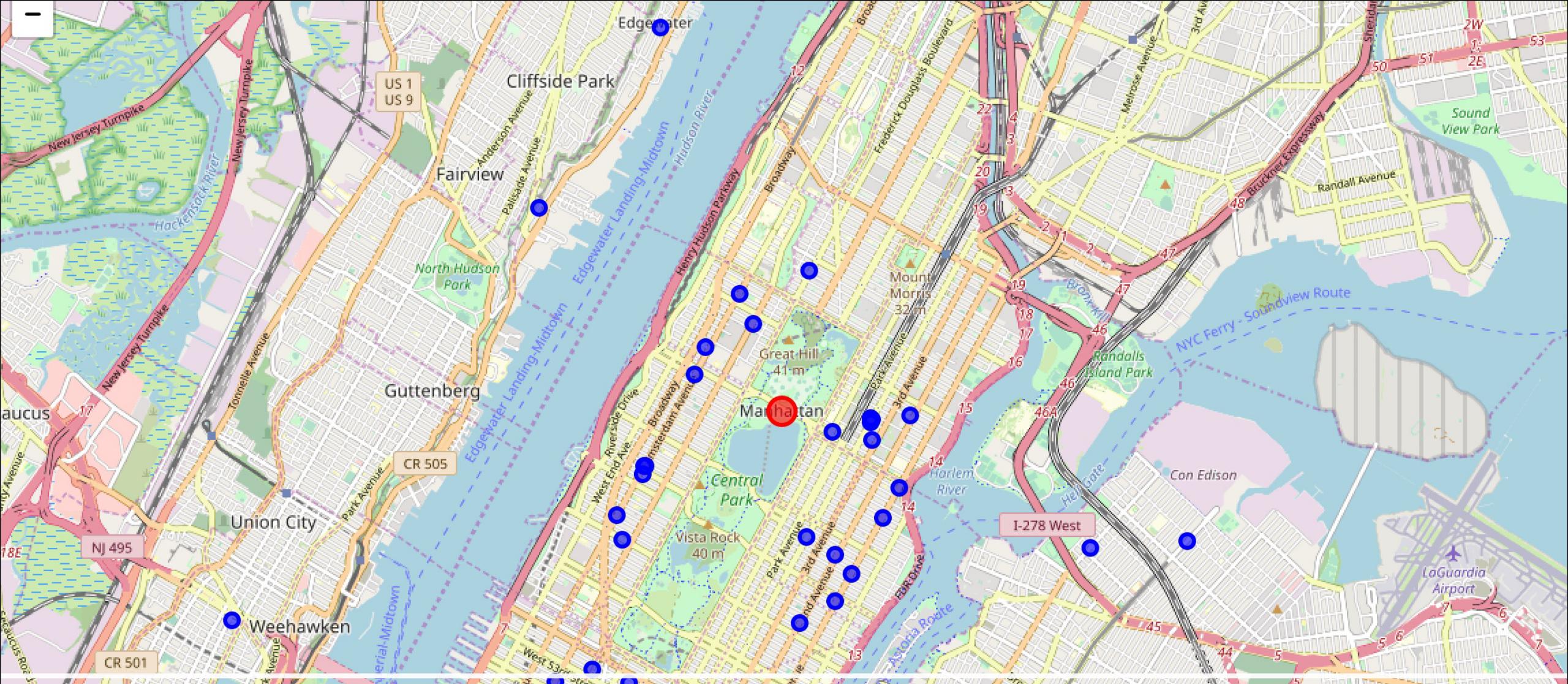
Methodology

- Collect data via Foursquare
- Visualize data using Python library

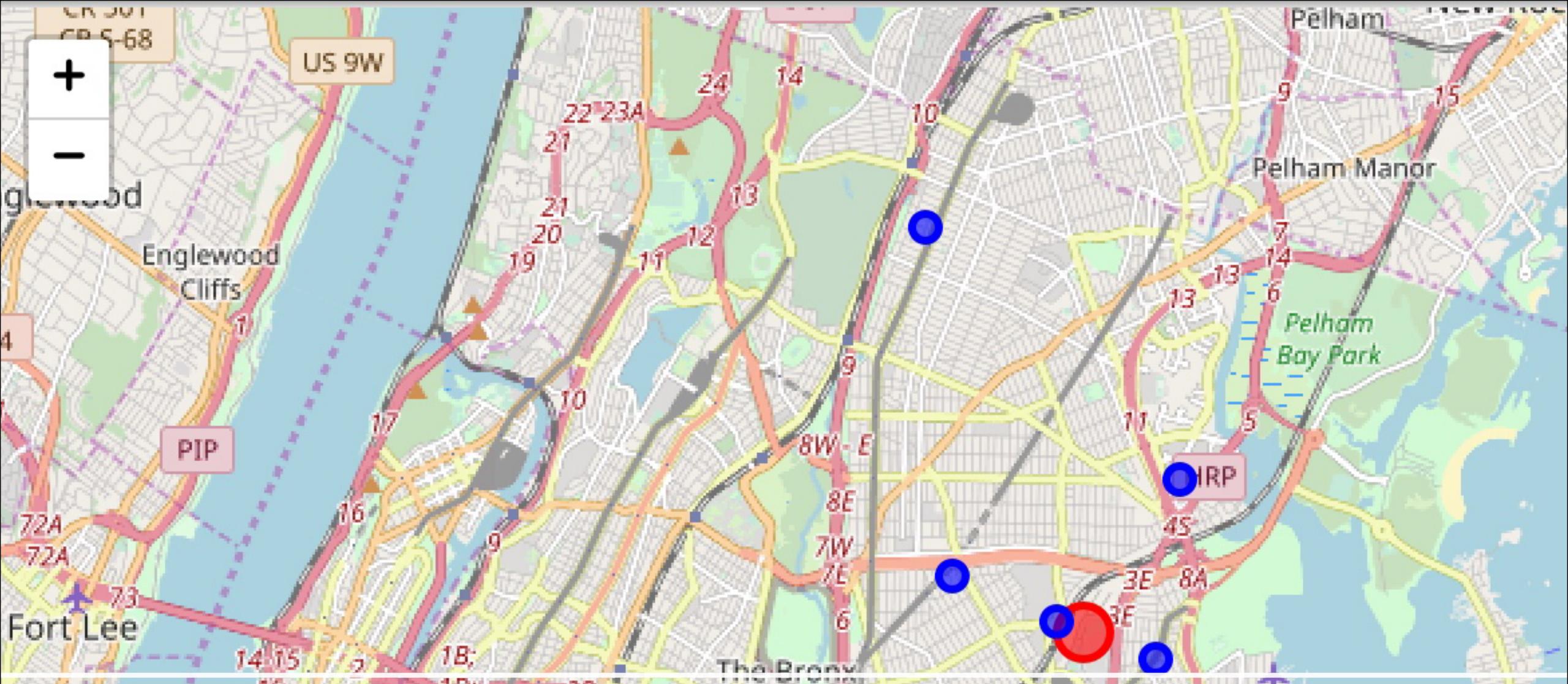


Result

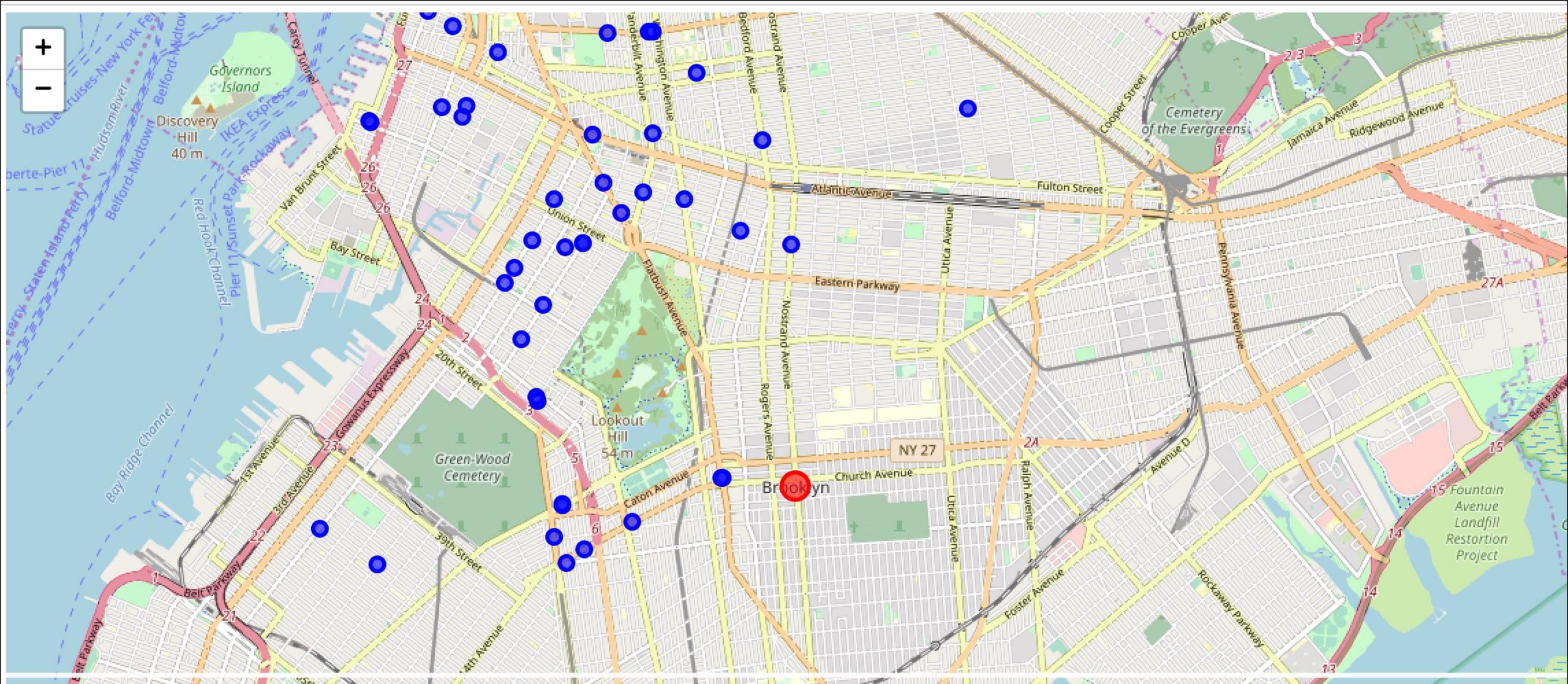
- The numbers of Thai restaurants in each Borough were as followed
 - Manhattan: 50
 - The Bronx: 6
 - Brooklyn: 50
 - Queens: 6
 - Staten Island: 4



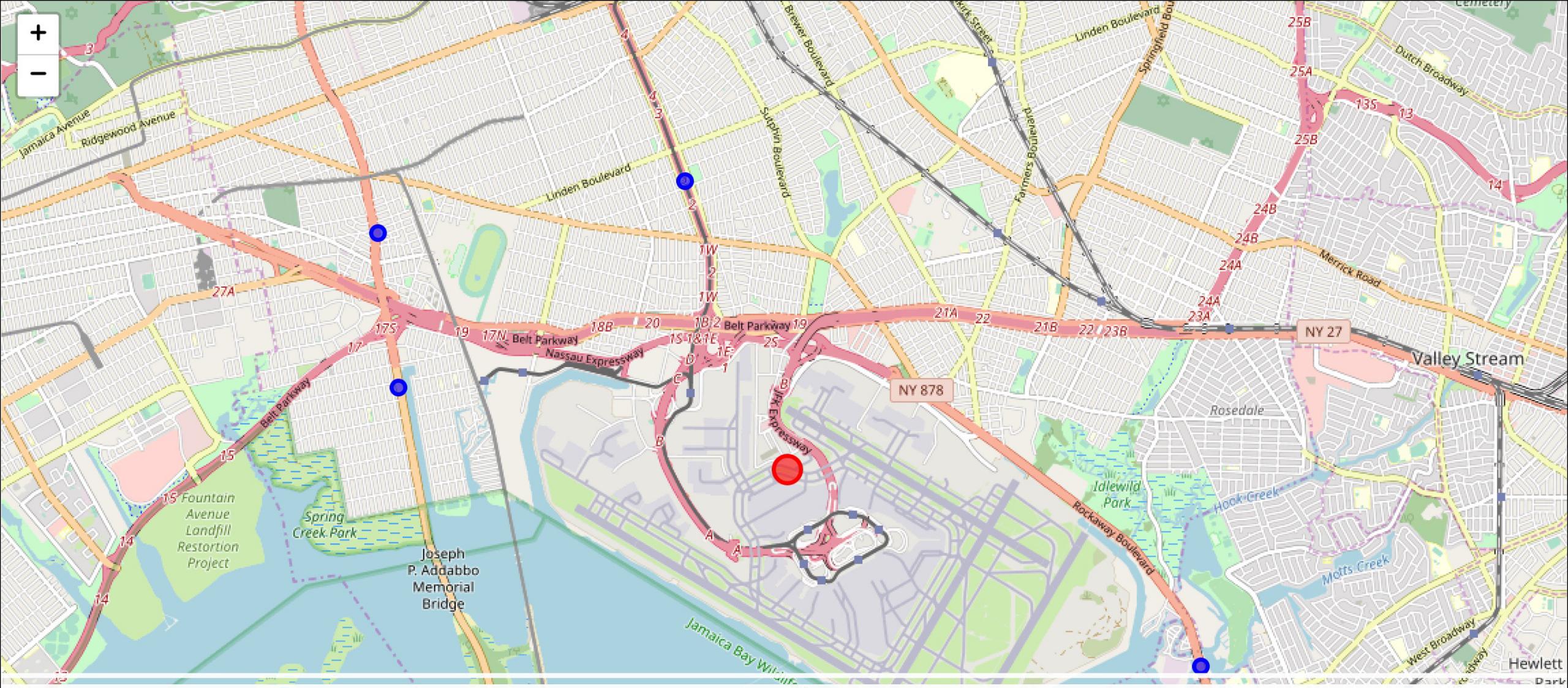
Manhattan



The Bronx



Brooklyn



Queens

Discussion

- High number, high density; MANHATTAN and BROOKLYN – High Competition, people in the areas were familiar with Thai food
- Low number, low density; THE BRONX, QUEENS, STATEN ISLANDS – Low Competition, high opportunity, might need additional effort to make people familiar with Thai food