

Coursera Capstone
IBM Applied Data Science Capstone

Opening a new Authentic Indian Restaurant in New York



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Business Problem

The objective of this Capstone project is to analyze and select the best locations in the city of New York to open a new Indian restaurant. Using Data Science methodology and instruments such as Data Analysis and Visualization, this project aims to provide solutions to answer the business question: Where in the city of New York, should the investor open an Indian Restaurant?



Data Section

- **Data required**

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

- **Sources of data**

- Open source dataset of New York: https://cocl.us/new_york_dataset
- Geocoder package for latitude and longitude coordinates
- Foursquare API for venue data

Approach

- Collect the data from https://cocl.us/new_york_dataset . Clean and process the data into a dataframe.
- Using FourSquare, locate all venues and then filter by Indian restaurants. Ratings, tips, and likes by users will be counted and added to the dataframe.
- Sort the data based on rankings.
- Visually assess the data be will be using graphing from Python libraries.

Results

- Manhattan has the highest number of Indian restaurants comparing to the other boroughs.
- Manhattan and Staten Island has the highest average rating for Indian Restaurants.
- Two neighborhoods with the highest average rating for Indian Restaurants are Chelsea and Tribeca.



Discussion Section

- Based on the results of our analysis, Manhattan and Staten Island are the best locations for Indian cuisine in NYC.
- Brooklyn is a more promising place to open a new Indian restaurant.
- Neighborhoods Chelsea or Tribeca are the best place in Brooklyn to open a new



Indian restaurant.

Conclusion

- Answer to business question: Where in the city of New York, should the investor open an Indian Restaurant?
- Best rated Indian Restaurant in NYC is The Kati Roll Company Restaurant in Manhattan.
- The findings of this project may be used in real life to better understand the advantages and disadvantages of different New York neighborhoods/boroughs in terms of opening an Indian restaurant.

The End

