Coursera Data Science Capstone Project

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1.   Introduction

New York City is the top international and densest city in the US. The 5 boroughs - Manhattan, Bronx, Queens, Brooklyn, Staten Island - differ a lot in their variety. The city is ethnically diverse and famous for its commercial city center, Times Square. It is one of the largest megacities in the world, considering the landmass New York City is the largest one. [1] [2]

As New York City is such a large international city, there are also a lot of different restaurants around the city. Just in the year 2018, the number of restaurants in New York City grew to a number of **27.043** and the number is still growing. [3]

With the growing number of restaurants, also the competition grows. For a client, opening up a restaurant in New York City, it is important to look at the existing data to help make a better decision about which kind of restaurant and where to open it.

For that case the favorite cuisine style of all 5 boroughs of New York City will be examined, to get a detailed look at the favorite tastes. Also, the demographic distribution will be considered to get a look at cultural diversity.

The study will focus on Asian and Hispanic demographic analysis.

Asian and Hispanic restaurants have a high potential for a new restaurant, as the population is fast growing. Asians are in fact the fastest-growing ethnic group and New York City owns the biggest population of Asians in the US[4]. Hispanics are also a fast-growing population in New York City and make up 29% of the total New York City population.

Bibliography

[1]
http://demographia.com/db-worldua.pdf
[2]

http://www.ameredia.com/resources/demographics/asian_american.html

[3]

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[4]

https://www.asanet.org/news-events/footnotes/jun-jul-aug-2019/features/latino-population-new-york-city