

Battle of the Neighborhoods

Opening an Argentinian restaurant in:
New York City, New York // Toronto, Canada

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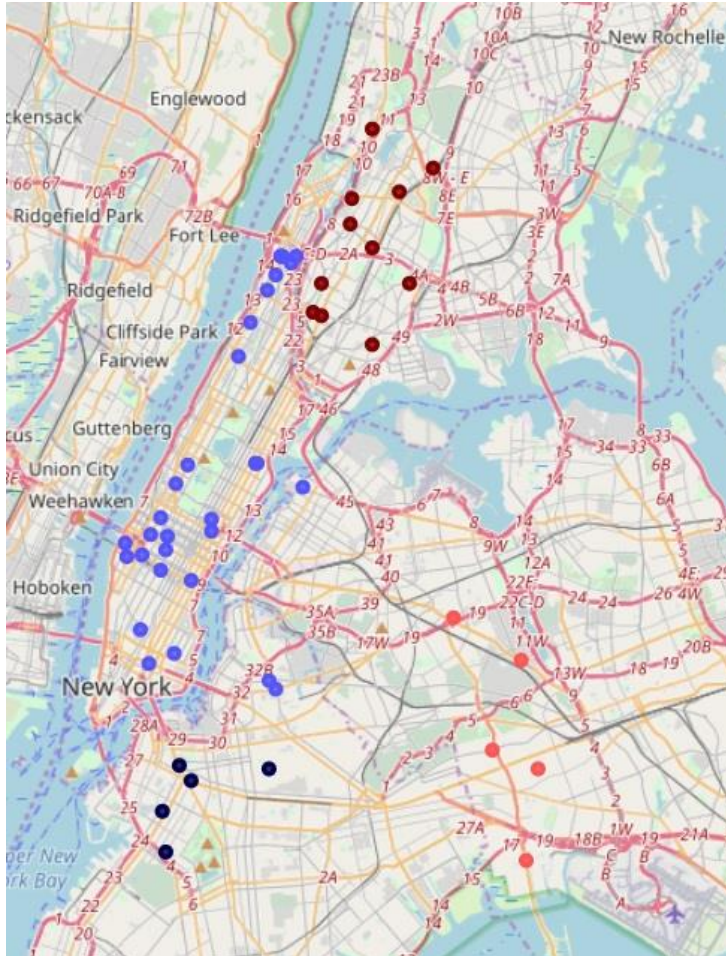
Battle of the Neighborhoods: Opening an Argentinian restaurant

- Restaurants would like to provide great food to locals and traveling visitors
- Great restaurants build upon their local community and convert customers to promoters
- Value (promoters) can be added through yelp, foursquare reviews, word of mouth
- Evaluate locations with enough population for growth
- Community must show interest in dining out

Data acquisition and cleaning

- United States Census: Population estimates July 1st 2019: New York City County.
 - Includes population per borough.
- Geocator: New York City latitude & longitude.
- 'Demographics of Toronto', data scraped from [Wikipedia](#).
- 'List of postal codes of Canada', data scraped from [Wikipedia](#).
- Google API, Canada latitude and longitude via postal code .
- Foursquare, retrieve restaurant data for cities.
 - 30 queries per borough
- Cleaned data containing multiple duplicates & NaN values

Argentinian styled restaurants in New York city (by borough)



- Bronx County: 11
Population: 1,432,132
- New York City County: 30
Population: 1,628,701
- Kings County: 5
Population: 2,582,830
- Queens County: 5
Population: 2,278,906

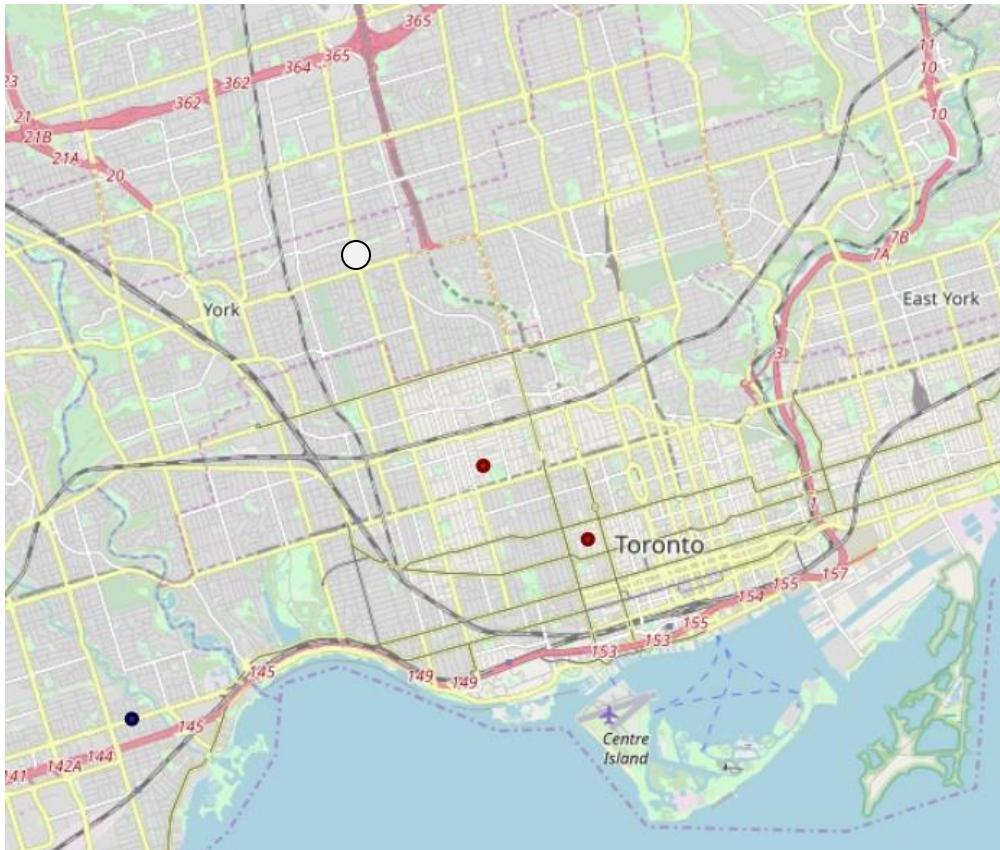
Richmond county had zero results.
Removed from the test.

Most common check-in's restaurant by venues, via Foursquare

New York City County

County	# of venues	Category
Bronx County	5	Buffet, Coffee Shop, Deli, Fast Food, Food Truck
King County	3	Caribbean restaurant, Chinese restaurant, Mexican restaurant
New York County	2	Buffet, Fast Food
Queens County	3	Korean restaurant, Coffee Shop, Fast Food
Richmond County	6	Asian restaurant, Sandwich, Restaurant, Italian restaurant, Mexican restaurant, Coffee shop

Argentinian styled restaurants in Toronto (by borough)



● Downtown Toronto County: 2

Population: 847,035

○ York County: 1

Population: 115,130

● Etobicoke County: 1

Population: 360,535

3 out of 6 Toronto Boroughs had Argentinian styled restaurants. Others will be used for population results.

Most common check-in's restaurant by venues, via Foursquare

Toronto County

Borough	# of venues	Category
Toronto Borough	24	Coffee Shop, Sandwich, Cafe, Pizza Place, Restaurant, Sushi, Japanese, Italian, Greek
North York Borough	6	Coffee, Fast Food, Japanese, Restaurant, Sandwich, Cafe
Scarborough Borough	6	Coffee, Chinese, Breakfast, Fast food, Pizza, Middle Eastern
Etobicoke Borough	5	Pizza, Sandwich, Coffee, Fast Food, Cafe
York Borough	2	Fast Food, Caribbean

Conclusion

- Higher population, population growth from Census, and the amount of Argentinian restaurants within each city helped determine future locations.
- Data from Foursquare, Geocator, and Google API used to capture accurate data for reference.
- **New York City results: (First city choice)**
 - Kings County has the highest population count, at 2,582,830. Five Argentinian type restaurants, and three top 10 venue check-ins that are restaurant. For now, we could conclude Kings County would be a good location due to population and low competition.
 - Queens County has the second highest population count at 2,278,906. Five Argentinian type restaurants, and three top 10 venue check-ins that are restaurant. For now, we could conclude Queens County would be a good second choice due to population and low competition.

Conclusion (continued)

- Higher population, population growth from Census, and the amount of Argentinian restaurants within each city helped determine future locations.
- Data from Foursquare, Geocator, and Google API used to capture accurate data for reference.
- **Toronto results: (Second city choice)**
 - Etobicoke Borough has the second highest population count at 360,535. One Argentinian type restaurant, very close to downtown Toronto, and five top 10 venue check-ins that are restaurant. Etobicoke would be a great first choice in Toronto City as it is close to Downtown Toronto's highly populated area but away from competition.
 - Although Downtown Toronto has a variety of competition when it comes to restaurants, it also has the highest borough population at 847,035. Two Argentinian restaurants, and plenty of restaurants for venue check-ins. Downtown Toronto would be a last pick.