**Introduction: (BUSINESS PROBLEM)**

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My brother with his family has come to stay with me. His family is completely new to the country and

they are used to living in India. Their comfort zone is totally different in India and they have challenges

to adapt to the new neighborhood. He currently plans to live and work in New York with his primary job.

He and his wife plan to start a side business which his wife can run. They want to open an Indian restaurant

in New York as more and more people are now migrating from bay area to this neighborhood. This is an opportunity

to establish a business in this new neighborhood. The break down is below.

NEAR SCHOOLS: His kids and my kids who are of same age group can go to same school and being new to the

country and educational system, this will help a lot if we choose the location of the restaurant closer

to schools. Catering to business needs and school pick up/drop would be easy that way.

LESS COMMUTE: His wife is still learning to drive. If the neighborhood caters to both driving less and

also establishing a restaurant business it will benefit. So public transport should be available too.

NEAR PARK & GROCERY SHOPS: It needs to be closer to grocery shops and parks for a reason. People might

be going to park and might decide to eat out which will benefit the business instead of being in a busy high

traffic area. Parking could be a hassle amidst high traffic. But a park nearby might help people to take out and sit in the park and eat.

POPULATION: If the neighborhood is densely populated then the business can thrive easily.

Most importantly the location needs to be something where there are not many Indian cuisines present.

That way the competition can be managed. The above four points need to be considered for making this business

proposal a thriving long term successful venture.

MAIN FOCUS should be on finding a suitable location for opening the Indian restaurant cuisine around New York area.

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OBJECTIVE: My focus is to recommend using this project assignment which neighborhood is more suitable for my brother

and family to start the Indian restaurant business in New York.

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TARGET AUDIENCE

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Anyone who is interested in opening an Indian restaurant in Manhattan NewYork neighborhood can go thru this project.

The code can be modified although not fully perfect (production version) to the needs of individual.

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Few things to note with respect to code:

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The code for extracting data from Foresquare API for different business can be obtained from https://developer.foursquare.com/docs/build-with-foursquare/categories/

For this project we need both Indian Cuisine and Himalayan Cuisine

Himanlayan Cuisince code is Himalayan Restaurant

52e81612bcbc57f1066b79fb

Indian Cusiene code is Indian Restaurant

4bf58dd8d48988d10f941735

Folium is used to map the clusters formed from the data base

**Data where you describe the data that will be used to solve the problem and the source of the data.**

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We need to get the data first for Manhattan neighborhood.

Data was obtained using the below command.

!wget -q -O 'newyork\_data.json' https://cf-courses-data.s3.us.cloud-object-storage.appdomain.cloud/IBMDeveloperSkillsNetwork-DS0701EN-SkillsNetwork/labs/newyork\_data.json

print('Data downloaded!')

Based on the latitude and longitude from the above Newyork data set, we can extract only the Manhattan neighborhood data.

Borough Neighborhood Latitude Longitude

0 Bronx Wakefield 40.894705 -73.847201

1 Bronx Co-op City 40.874294 -73.829939

2 Bronx Eastchester 40.887556 -73.827806

3 Bronx Fieldston 40.895437 -73.905643

4 Bronx Riverdale 40.890834 -73.912585

We need to get all the Indian Cuisince details and Himalayan Cuisine details using the Foresquare account as below.

#https://developer.foursquare.com/docs/resources/categories

#Indian Cuisine = 4bf58dd8d48988d10f941735

neighborhoods = neighborhoods[neighborhoods['Borough'] == 'Manhattan'].reset\_index(drop=True)

newyork\_Indian\_cuisine = getNearbyIndianCuisines(names=neighborhoods['Neighborhood'], latitudes=neighborhoods['Latitude'], longitudes=neighborhoods['Longitude'], radius=1000, categoryIds='4bf58dd8d48988d10f941735')

newyork\_Indian\_cuisine.head()

newyork\_Indian\_cuisine.shape

#https://developer.foursquare.com/docs/resources/categories

#Himalayan Cuisine = 52e81612bcbc57f1066b79fb

neighborhoods = neighborhoods[neighborhoods['Borough'] == 'Manhattan'].reset\_index(drop=True)

newyork\_Indian\_cuisine2 = getNearbyIndianCuisines(names=neighborhoods['Neighborhood'], latitudes=neighborhoods['Latitude'], longitudes=neighborhoods['Longitude'], radius=1000, categoryIds='52e81612bcbc57f1066b79fb')

newyork\_Indian\_cuisine2.head()

newyork\_Indian\_cuisine2.shape

We can further perform data wrangling and clean up the above obtained data and then form cluster analysis on that data for further review.

Methodology section which represents the main component of the report where you discuss and describe any exploratory data analysis that you did, any inferential statistical testing that you performed, if any, and what machine learnings were used and why.

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The statistical testing and machine learning is not needed for this situation because the data was so clearly evident that there are two clusters

which can be good location to start the restaurants. Analyzing the data also has enough supporting data. So ML is not needed for this problem to come

to a recommendation.

There are 39 unique locations that can be filtered based on the total Newyork Manhattan data. These 39 locations also have restaurant information to it.

neighborhoods\_venues\_sorted.shape

(39, 11)

neighborhoods\_venues\_sorted[neighborhoods\_venues\_sorted['1st Most Common Venue'].str.contains("Restaurant")]

Neighborhood 1st Most Common Venue 2nd Most Common Venue 3rd Most Common Venue 4th Most Common Venue 5th Most Common Venue 6th Most Common Venue 7th Most Common Venue 8th Most Common Venue 9th Most Common Venue 10th Most Common Venue

0 Battery Park City Indian Restaurant Food Truck Tapas Restaurant Vegetarian / Vegan Restaurant Burrito Place Chaat Place Deli / Bodega Diner Dosa Place Dumpling Restaurant

1 Carnegie Hill Indian Restaurant Grocery Store North Indian Restaurant Indian Chinese Restaurant Food Court Burrito Place Chaat Place Deli / Bodega Diner Dosa Place

2 Central Harlem Indian Restaurant Vegetarian / Vegan Restaurant Food Truck Burrito Place Chaat Place Deli / Bodega Diner Dosa Place Dumpling Restaurant Food Court

3 Chelsea Indian Restaurant Food Truck Vegetarian / Vegan Restaurant Burrito Place Chaat Place Deli / Bodega Diner Dosa Place Dumpling Restaurant Food Court

4 Chinatown Indian Restaurant North Indian Restaurant Deli / Bodega Dosa Place Himalayan Restaurant Vegetarian / Vegan Restaurant Food Court Burrito Place Chaat Place Diner

5 Civic Center Indian Restaurant Food Truck Dosa Place Tapas Restaurant Vegetarian / Vegan Restaurant Burrito Place Chaat Place Deli / Bodega Diner Dumpling Restaurant

6 Clinton Indian Restaurant Food Truck South Indian Restaurant Diner Dumpling Restaurant Vegetarian / Vegan Restaurant Burrito Place Chaat Place Deli / Bodega Dosa Place

7 East Harlem Indian Restaurant Vegetarian / Vegan Restaurant Food Truck Burrito Place Chaat Place Deli / Bodega Diner Dosa Place Dumpling Restaurant Food Court

8 East Village Indian Restaurant Deli / Bodega Dosa Place Vegetarian / Vegan Restaurant South Indian Restaurant North Indian Restaurant Chaat Place Himalayan Restaurant Food Court Burrito Place

9 Financial District Indian Restaurant Food Truck Tapas Restaurant Vegetarian / Vegan Restaurant Burrito Place Chaat Place Deli / Bodega Diner Dosa Place Dumpling Restaurant

10 Flatiron Indian Restaurant North Indian Restaurant Food Truck South Indian Restaurant Burrito Place Deli / Bodega Diner Himalayan Restaurant Vegetarian / Vegan Restaurant Dumpling Restaurant

11 Gramercy Indian Restaurant South Indian Restaurant North Indian Restaurant Food Truck Vegetarian / Vegan Restaurant Burrito Place Chaat Place Deli / Bodega Hookah Bar Himalayan Restaurant

12 Greenwich Village Indian Restaurant Food Truck Dosa Place North Indian Restaurant Vegetarian / Vegan Restaurant Burrito Place Chaat Place Deli / Bodega Diner Dumpling Restaurant

13 Hamilton Heights Indian Restaurant Vegetarian / Vegan Restaurant Food Truck Burrito Place Chaat Place Deli / Bodega Diner Dosa Place Dumpling Restaurant Food Court

14 Hudson Yards Indian Restaurant Food Truck South Indian Restaurant Diner Vegetarian / Vegan Restaurant Burrito Place Chaat Place Deli / Bodega Dosa Place Dumpling Restaurant

15 Lenox Hill Indian Restaurant Asian Restaurant North Indian Restaurant Food Court Food Truck Burrito Place Chaat Place Deli / Bodega Diner Dosa Place

16 Lincoln Square Indian Restaurant Food Truck South Indian Restaurant Dumpling Restaurant Vegetarian / Vegan Restaurant Burrito Place Chaat Place Deli / Bodega Diner Dosa Place

17 Little Italy Indian Restaurant Dosa Place North Indian Restaurant Deli / Bodega Himalayan Restaurant Vegetarian / Vegan Restaurant Food Court Burrito Place Chaat Place Diner

18 Lower East Side Indian Restaurant Vegetarian / Vegan Restaurant South Indian Restaurant North Indian Restaurant Chaat Place Deli / Bodega Himalayan Restaurant Food Court Burrito Place Diner

19 Manhattan Valley Indian Restaurant Himalayan Restaurant Vegetarian / Vegan Restaurant Food Truck Burrito Place Chaat Place Deli / Bodega Diner Dosa Place Dumpling Restaurant

20 Manhattanville Indian Restaurant Vegetarian / Vegan Restaurant Food Truck Burrito Place Chaat Place Deli / Bodega Diner Dosa Place Dumpling Restaurant Food Court

21 Marble Hill Indian Restaurant Vegetarian / Vegan Restaurant Food Truck Burrito Place Chaat Place Deli / Bodega Diner Dosa Place Dumpling Restaurant Food Court

22 Midtown Indian Restaurant Food Truck North Indian Restaurant Dumpling Restaurant South Indian Restaurant Pakistani Restaurant Diner Vegetarian / Vegan Restaurant Burrito Place Chaat Place

23 Midtown South Indian Restaurant Food Truck South Indian Restaurant Pakistani Restaurant North Indian Restaurant Himalayan Restaurant Diner Vegetarian / Vegan Restaurant Dumpling Restaurant Burrito Place

24 Morningside Heights Indian Restaurant Himalayan Restaurant Vegetarian / Vegan Restaurant Food Truck Burrito Place Chaat Place Deli / Bodega Diner Dosa Place Dumpling Restaurant

25 Murray Hill Indian Restaurant Food Truck South Indian Restaurant North Indian Restaurant Pakistani Restaurant Himalayan Restaurant Diner Vegetarian / Vegan Restaurant Dumpling Restaurant Burrito Place

26 Noho Indian Restaurant Dosa Place Vegetarian / Vegan Restaurant South Indian Restaurant North Indian Restaurant Chaat Place Deli / Bodega Himalayan Restaurant Food Truck Dumpling Restaurant

27 Roosevelt Island Indian Restaurant Asian Restaurant Food Court Food Truck Burrito Place Chaat Place Deli / Bodega Diner Dosa Place Dumpling Restaurant

28 Soho Indian Restaurant Dosa Place Food Truck North Indian Restaurant Deli / Bodega Himalayan Restaurant Vegetarian / Vegan Restaurant Food Court Burrito Place Chaat Place

29 Stuyvesant Town Indian Restaurant Vegetarian / Vegan Restaurant South Indian Restaurant North Indian Restaurant Chaat Place Deli / Bodega Dosa Place Food Court Burrito Place Diner

30 Sutton Place Indian Restaurant Food Truck Asian Restaurant Food Court Burrito Place Chaat Place Deli / Bodega Diner Dosa Place Dumpling Restaurant

31 Tribeca Indian Restaurant Food Truck Dosa Place Tapas Restaurant Vegetarian / Vegan Restaurant Burrito Place Chaat Place Deli / Bodega Diner Dumpling Restaurant

32 Tudor City Indian Restaurant Asian Restaurant South Indian Restaurant Burrito Place North Indian Restaurant Music Store Himalayan Restaurant Food Truck Dumpling Restaurant Chaat Place

33 Turtle Bay Indian Restaurant Food Truck North Indian Restaurant Food Court Vegetarian / Vegan Restaurant Burrito Place Chaat Place Deli / Bodega Diner Dosa Place

34 Upper East Side Indian Restaurant Grocery Store North Indian Restaurant Food Truck Burrito Place Chaat Place Deli / Bodega Diner Dosa Place Dumpling Restaurant

35 Upper West Side Indian Restaurant South Indian Restaurant Vegetarian / Vegan Restaurant Food Truck Burrito Place Chaat Place Deli / Bodega Diner Dosa Place Dumpling Restaurant

36 Washington Heights Indian Restaurant Vegetarian / Vegan Restaurant Food Truck Burrito Place Chaat Place Deli / Bodega Diner Dosa Place Dumpling Restaurant Food Court

37 West Village Indian Restaurant Food Truck Vegetarian / Vegan Restaurant Burrito Place Chaat Place Deli / Bodega Diner Dosa Place Dumpling Restaurant Food Court

38 Yorkville Indian Restaurant Grocery Store North Indian Restaurant Indian Chinese Restaurant Food Court Burrito Place Chaat Place Deli / Bodega Diner Dosa Place

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Results section where you discuss the results.

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Based on the k-means clustering technique we could narrow down the 39 locations into 4 clusters. The cluster details are below.

Cluster 1

NIC\_merged.loc[NIC\_merged['Cluster Labels'] == 0, NIC\_merged.columns[[1] + list(range(5, NIC\_merged.shape[1]))]]

Neighborhood 1st Most Common Venue 2nd Most Common Venue 3rd Most Common Venue 4th Most Common Venue 5th Most Common Venue 6th Most Common Venue 7th Most Common Venue 8th Most Common Venue 9th Most Common Venue 10th Most Common Venue

14 Clinton Indian Restaurant Food Truck South Indian Restaurant Diner Dumpling Restaurant Vegetarian / Vegan Restaurant Burrito Place Chaat Place Deli / Bodega Dosa Place

15 Midtown Indian Restaurant Food Truck North Indian Restaurant Dumpling Restaurant South Indian Restaurant Pakistani Restaurant Diner Vegetarian / Vegan Restaurant Burrito Place Chaat Place

16 Murray Hill Indian Restaurant Food Truck South Indian Restaurant North Indian Restaurant Pakistani Restaurant Himalayan Restaurant Diner Vegetarian / Vegan Restaurant Dumpling Restaurant Burrito Place

17 Chelsea Indian Restaurant Food Truck Vegetarian / Vegan Restaurant Burrito Place Chaat Place Deli / Bodega Diner Dosa Place Dumpling Restaurant Food Court

21 Tribeca Indian Restaurant Food Truck Dosa Place Tapas Restaurant Vegetarian / Vegan Restaurant Burrito Place Chaat Place Deli / Bodega Diner Dumpling Restaurant

24 West Village Indian Restaurant Food Truck Vegetarian / Vegan Restaurant Burrito Place Chaat Place Deli / Bodega Diner Dosa Place Dumpling Restaurant Food Court

28 Battery Park City Indian Restaurant Food Truck Tapas Restaurant Vegetarian / Vegan Restaurant Burrito Place Chaat Place Deli / Bodega Diner Dosa Place Dumpling Restaurant

29 Financial District Indian Restaurant Food Truck Tapas Restaurant Vegetarian / Vegan Restaurant Burrito Place Chaat Place Deli / Bodega Diner Dosa Place Dumpling Restaurant

32 Civic Center Indian Restaurant Food Truck Dosa Place Tapas Restaurant Vegetarian / Vegan Restaurant Burrito Place Chaat Place Deli / Bodega Diner Dumpling Restaurant

33 Midtown South Indian Restaurant Food Truck South Indian Restaurant Pakistani Restaurant North Indian Restaurant Himalayan Restaurant Diner Vegetarian / Vegan Restaurant Dumpling Restaurant Burrito Place

34 Sutton Place Indian Restaurant Food Truck Asian Restaurant Food Court Burrito Place Chaat Place Deli / Bodega Diner Dosa Place Dumpling Restaurant

35 Turtle Bay Indian Restaurant Food Truck North Indian Restaurant Food Court Vegetarian / Vegan Restaurant Burrito Place Chaat Place Deli / Bodega Diner Dosa Place

39 Hudson Yards Indian Restaurant Food Truck South Indian Restaurant Diner Vegetarian / Vegan Restaurant Burrito Place Chaat Place Deli / Bodega Dosa Place Dumpling Restaurant

Cluster 2

NIC\_merged.loc[NIC\_merged['Cluster Labels'] == 1, NIC\_merged.columns[[1] + list(range(5, NIC\_merged.shape[1]))]]

Neighborhood 1st Most Common Venue 2nd Most Common Venue 3rd Most Common Venue 4th Most Common Venue 5th Most Common Venue 6th Most Common Venue 7th Most Common Venue 8th Most Common Venue 9th Most Common Venue 10th Most Common Venue

1 Chinatown Indian Restaurant North Indian Restaurant Deli / Bodega Dosa Place Himalayan Restaurant Vegetarian / Vegan Restaurant Food Court Burrito Place Chaat Place Diner

8 Upper East Side Indian Restaurant Grocery Store North Indian Restaurant Food Truck Burrito Place Chaat Place Deli / Bodega Diner Dosa Place Dumpling Restaurant

9 Yorkville Indian Restaurant Grocery Store North Indian Restaurant Indian Chinese Restaurant Food Court Burrito Place Chaat Place Deli / Bodega Diner Dosa Place

10 Lenox Hill Indian Restaurant Asian Restaurant North Indian Restaurant Food Court Food Truck Burrito Place Chaat Place Deli / Bodega Diner Dosa Place

11 Roosevelt Island Indian Restaurant Asian Restaurant Food Court Food Truck Burrito Place Chaat Place Deli / Bodega Diner Dosa Place Dumpling Restaurant

13 Lincoln Square Indian Restaurant Food Truck South Indian Restaurant Dumpling Restaurant Vegetarian / Vegan Restaurant Burrito Place Chaat Place Deli / Bodega Diner Dosa Place

18 Greenwich Village Indian Restaurant Food Truck Dosa Place North Indian Restaurant Vegetarian / Vegan Restaurant Burrito Place Chaat Place Deli / Bodega Diner Dumpling Restaurant

19 East Village Indian Restaurant Deli / Bodega Dosa Place Vegetarian / Vegan Restaurant South Indian Restaurant North Indian Restaurant Chaat Place Himalayan Restaurant Food Court Burrito Place

20 Lower East Side Indian Restaurant Vegetarian / Vegan Restaurant South Indian Restaurant North Indian Restaurant Chaat Place Deli / Bodega Himalayan Restaurant Food Court Burrito Place Diner

22 Little Italy Indian Restaurant Dosa Place North Indian Restaurant Deli / Bodega Himalayan Restaurant Vegetarian / Vegan Restaurant Food Court Burrito Place Chaat Place Diner

23 Soho Indian Restaurant Dosa Place Food Truck North Indian Restaurant Deli / Bodega Himalayan Restaurant Vegetarian / Vegan Restaurant Food Court Burrito Place Chaat Place

25 Manhattan Valley Indian Restaurant Himalayan Restaurant Vegetarian / Vegan Restaurant Food Truck Burrito Place Chaat Place Deli / Bodega Diner Dosa Place Dumpling Restaurant

26 Morningside Heights Indian Restaurant Himalayan Restaurant Vegetarian / Vegan Restaurant Food Truck Burrito Place Chaat Place Deli / Bodega Diner Dosa Place Dumpling Restaurant

31 Noho Indian Restaurant Dosa Place Vegetarian / Vegan Restaurant South Indian Restaurant North Indian Restaurant Chaat Place Deli / Bodega Himalayan Restaurant Food Truck Dumpling Restaurant

36 Tudor City Indian Restaurant Asian Restaurant South Indian Restaurant Burrito Place North Indian Restaurant Music Store Himalayan Restaurant Food Truck Dumpling Restaurant Chaat Place

38 Flatiron Indian Restaurant North Indian Restaurant Food Truck South Indian Restaurant Burrito Place Deli / Bodega Diner Himalayan Restaurant Vegetarian / Vegan Restaurant Dumpling Restaurant

Cluster 3

NIC\_merged.loc[NIC\_merged['Cluster Labels'] == 2, NIC\_merged.columns[[1] + list(range(5, NIC\_merged.shape[1]))]]

Neighborhood 1st Most Common Venue 2nd Most Common Venue 3rd Most Common Venue 4th Most Common Venue 5th Most Common Venue 6th Most Common Venue 7th Most Common Venue 8th Most Common Venue 9th Most Common Venue 10th Most Common Venue

0 Marble Hill Indian Restaurant Vegetarian / Vegan Restaurant Food Truck Burrito Place Chaat Place Deli / Bodega Diner Dosa Place Dumpling Restaurant Food Court

2 Washington Heights Indian Restaurant Vegetarian / Vegan Restaurant Food Truck Burrito Place Chaat Place Deli / Bodega Diner Dosa Place Dumpling Restaurant Food Court

4 Hamilton Heights Indian Restaurant Vegetarian / Vegan Restaurant Food Truck Burrito Place Chaat Place Deli / Bodega Diner Dosa Place Dumpling Restaurant Food Court

5 Manhattanville Indian Restaurant Vegetarian / Vegan Restaurant Food Truck Burrito Place Chaat Place Deli / Bodega Diner Dosa Place Dumpling Restaurant Food Court

6 Central Harlem Indian Restaurant Vegetarian / Vegan Restaurant Food Truck Burrito Place Chaat Place Deli / Bodega Diner Dosa Place Dumpling Restaurant Food Court

7 East Harlem Indian Restaurant Vegetarian / Vegan Restaurant Food Truck Burrito Place Chaat Place Deli / Bodega Diner Dosa Place Dumpling Restaurant Food Court

12 Upper West Side Indian Restaurant South Indian Restaurant Vegetarian / Vegan Restaurant Food Truck Burrito Place Chaat Place Deli / Bodega Diner Dosa Place Dumpling Restaurant

Cluster 4

NIC\_merged.loc[NIC\_merged['Cluster Labels'] == 3, NIC\_merged.columns[[1] + list(range(5, NIC\_merged.shape[1]))]]

Neighborhood 1st Most Common Venue 2nd Most Common Venue 3rd Most Common Venue 4th Most Common Venue 5th Most Common Venue 6th Most Common Venue 7th Most Common Venue 8th Most Common Venue 9th Most Common Venue 10th Most Common Venue

27 Gramercy Indian Restaurant South Indian Restaurant North Indian Restaurant Food Truck Vegetarian / Vegan Restaurant Burrito Place Chaat Place Deli / Bodega Hookah Bar Himalayan Restaurant

30 Carnegie Hill Indian Restaurant Grocery Store North Indian Restaurant Indian Chinese Restaurant Food Court Burrito Place Chaat Place Deli / Bodega Diner Dosa Place

37 Stuyvesant Town Indian Restaurant Vegetarian / Vegan Restaurant South Indian Restaurant North Indian Restaurant Chaat Place Deli / Bodega Dosa Place Food Court Burrito Place Diner

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Discussion section where you discuss any observations you noted and any recommendations you can make based on the results.

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We analyzed four clusters above.

Cluster 1 has 13, Cluster has 16, Cluster 3 has 7 and Cluster 4 has 3 Indian Cuisines.

Clearly Cluster 1 and Cluster 2 are NOT suitable for starting a new Indian Cuisine as it is highly already crowded.

Cluster 3 and 4 has good options. Lets first analyze Cluster 3.

CLUSTER 3 ANALYSIS: Very interesting data. This cluster is flooded by Vegetarian restaurant, fast food place like food truck,

burito place, chaat place, deli, diner, dosa place, a Himalayan cuisine and then food court. So this place clearly lacks few things

like an authentic IndoChinese Cuisine, an Indian Pizza place, a grocery store to quickly supply materials for cuisine to run efficiently,

authentic multi Indian dish serving cuisine where both vegetarian and non vegetarian food can be made available. We have 7 places

covered in this cluster and pretty much all of them follow the same pattern of Indian cuisines due to close neighborhood boundary may be.

CLUSTER 4 ANALYSIS: This cluster covers little away from the other crowded Manhattan place. Gramercy, Carnegie Hill and Stuyvesant Town

are the only places in this cluster where we find some Indian cuisine.

Secondly, Carnegie Hill has a grocery store near by to cater to all needs for a cuisine. The Carnegie Hill location is also flooded with

North Indian, Dosa Place, Burito or Chaat place. There is no full fledged SOUTH INDIAN CUISINE in this location. So my brother's family

can start a full South Indian Cuisine with attached fast food service in Carnegie Hill which also can cater its Sweet supplies to the near

by grocery shop. In addition since this could be also catering to both fine dinning experience and a fast food drive thru, it has an edge over

other locations and cuisines. Serving dishes that mainly focusses on south Indian delicacies, steam cooked dishes like momo (for

Himanlayan cuisince flavor), a Chinese line of products would all completment and provide an edge in this location.

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**Conclusion section where you conclude the report.**

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To Conclude, based on this analysis, my brother's family can start an Indian cuisine which mainly focusses on catering fine

dinning of authentic South Indian dishes, Steam cooked food, drive thru fast food, sweet product catering to the near by Grocery shop for sale

in the Carnegie Hill location. Also this location is less impacted with public traffic movement and at the same time connected with public

transportation. The neighborhood is busy and highly populated to keep the business thriving. Any Manhattan school zone near by will also

benefit in addition as families who go around in the neighborhood can pick up to-go food from this restaurant. The presence of a grocery shop in

the vicinity helps to keep the supply of raw materials always available for cooking needs. In addition, any manufactured sweets and frozen food

from the new Indian cuisince can be supplied for sale to the local grocery shop. Overall the location Carnegie Hill is providing good advantage

and business prospect.

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