
Suggestion on address of Chinese restaurant in Manhattan



Where is suitable to open a Chinese restaurant?



Manhattan is amazing city to do business

- Central Business District of New York City
- Multicultural city
- So many appetites to feed



Chinese Restaurant is a good business

- Chinese meals is getting more popular
- Manhattan has marketing space for Chinese Restaurant



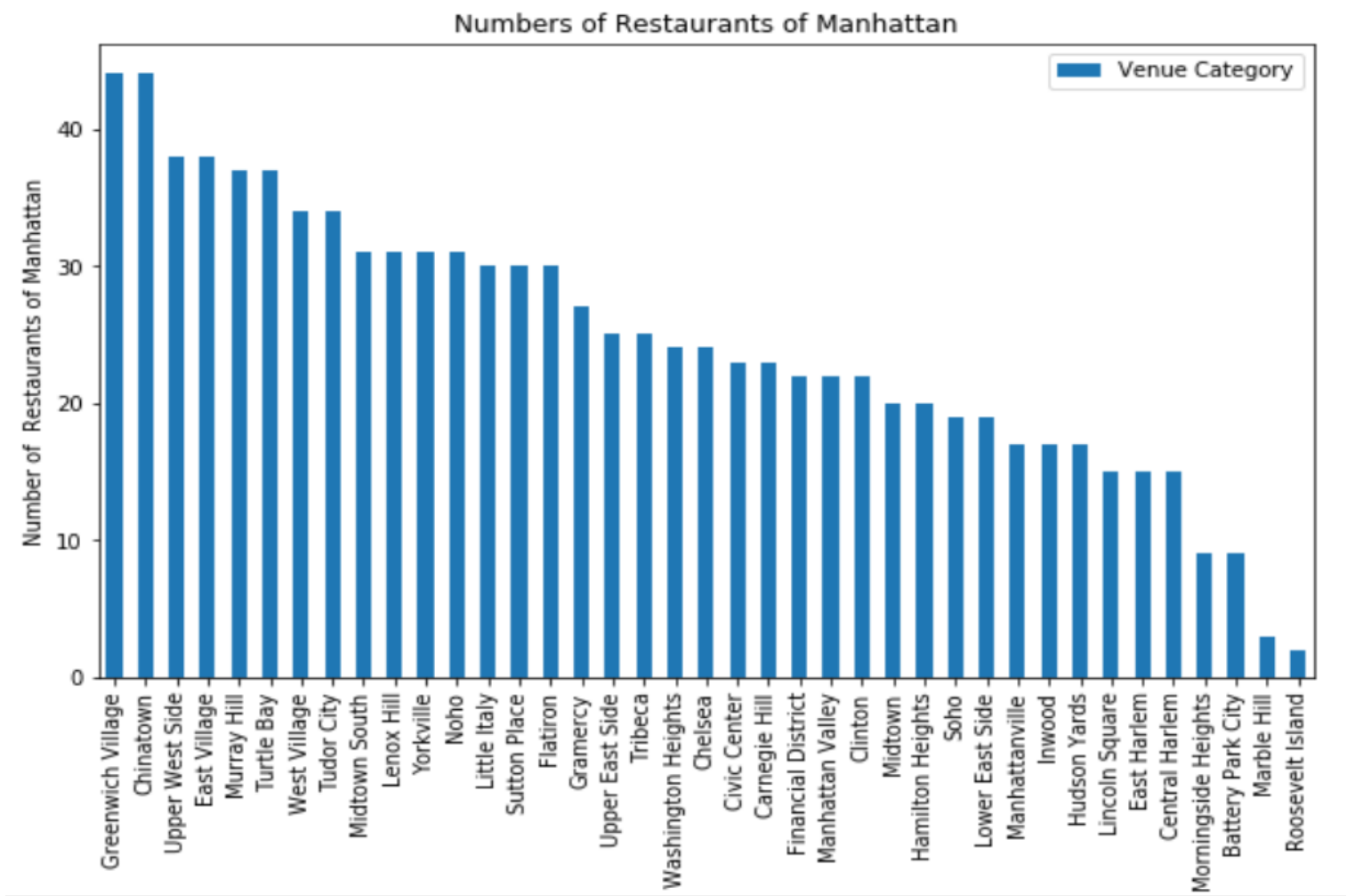
Which community is suitable? Will be next Chinatown?

- Clustering to find which community is similar to Chinatown

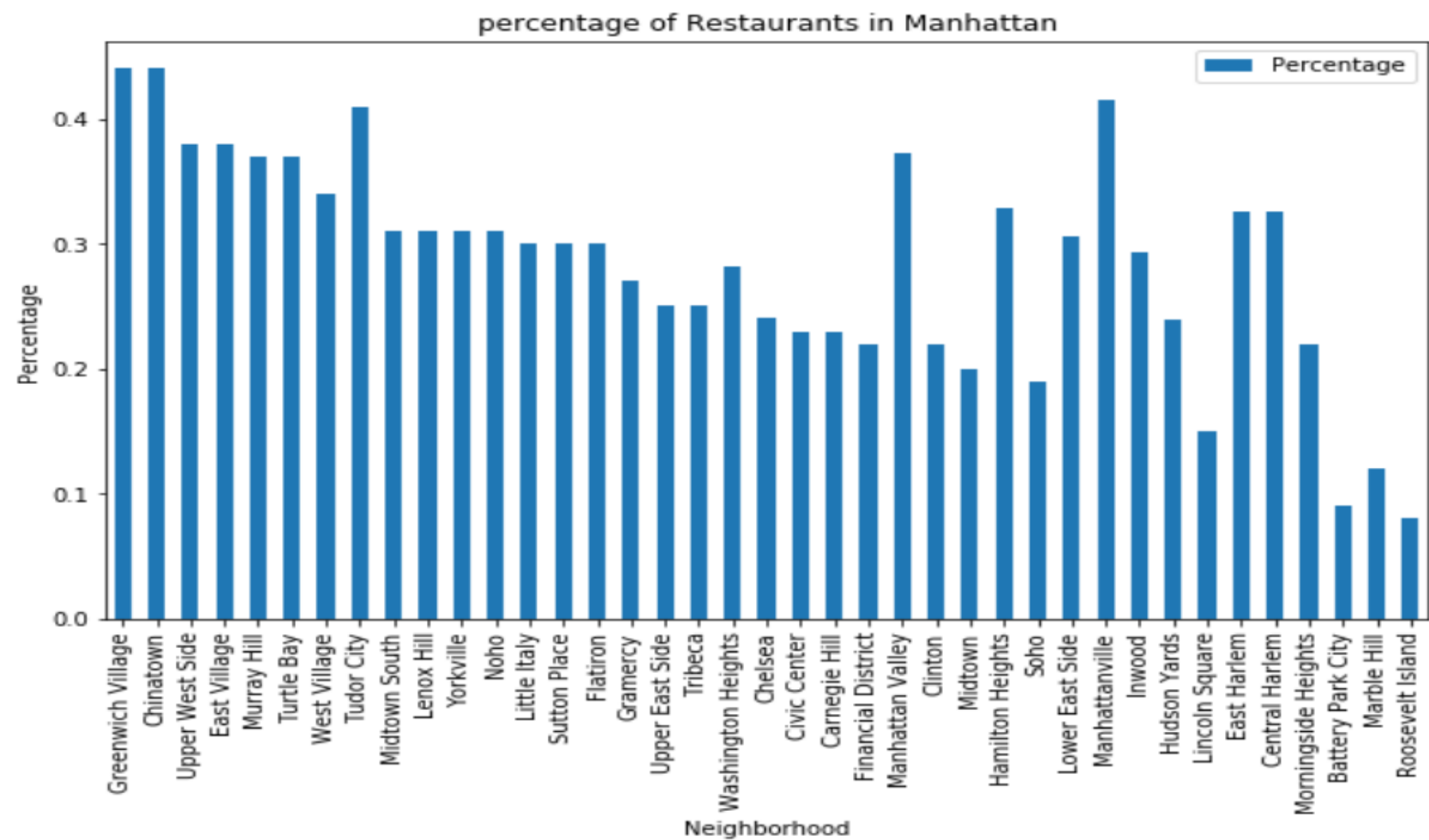
Data acquisition and Processing

- Original data source of New York city : https://geo.nyu.edu/catalog/nyu_2451_34572
- Extract dataset of Manhattan
- Utilize the Foursquare API to explore the neighborhoods and gain data of venues in Manhattan
- Select restaurant information
- Explore data of restaurant
- Cluster neighborhoods with k-means clustering

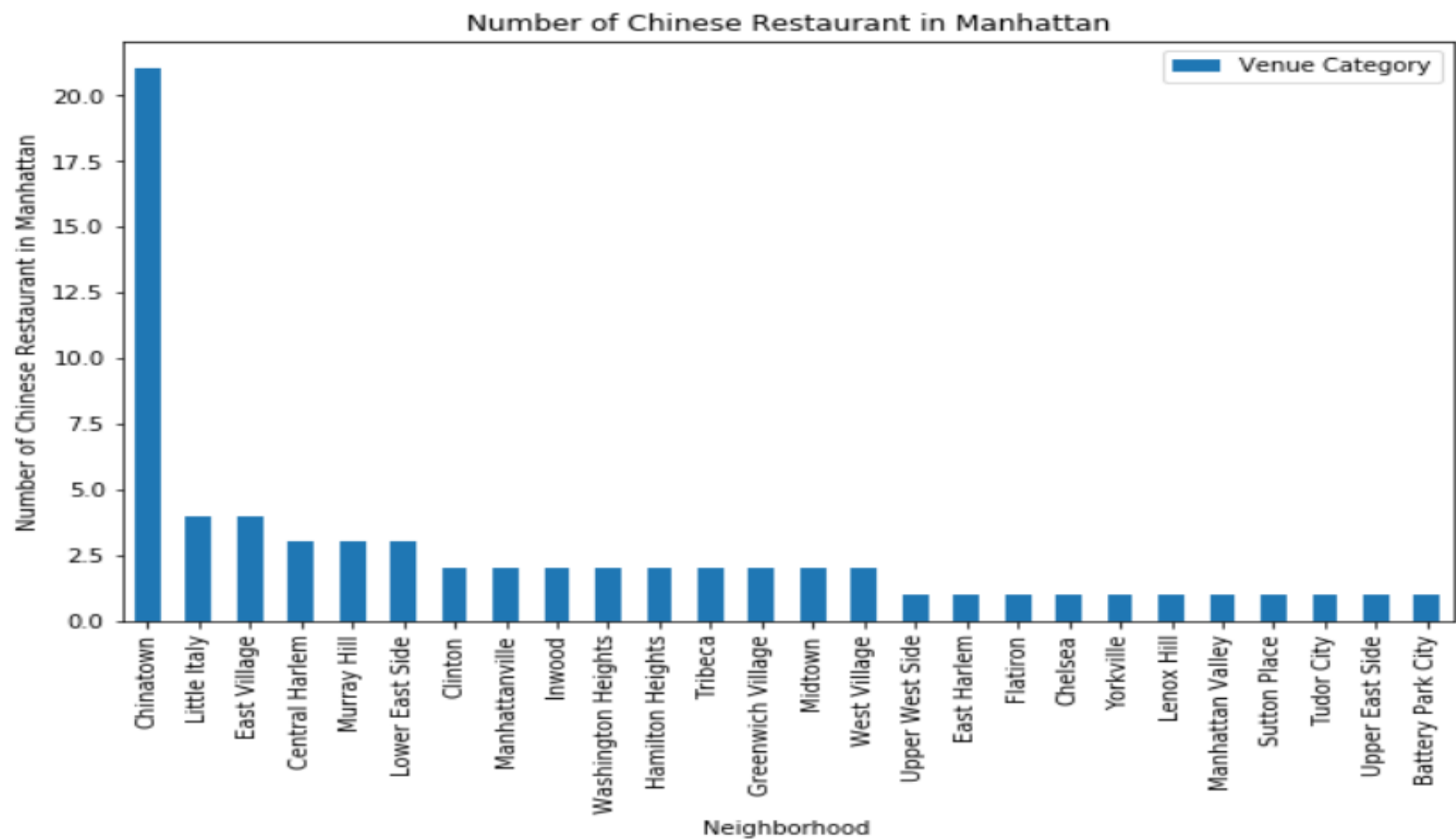
Amount of restaurants in 40 neighborhoods of Manhattan



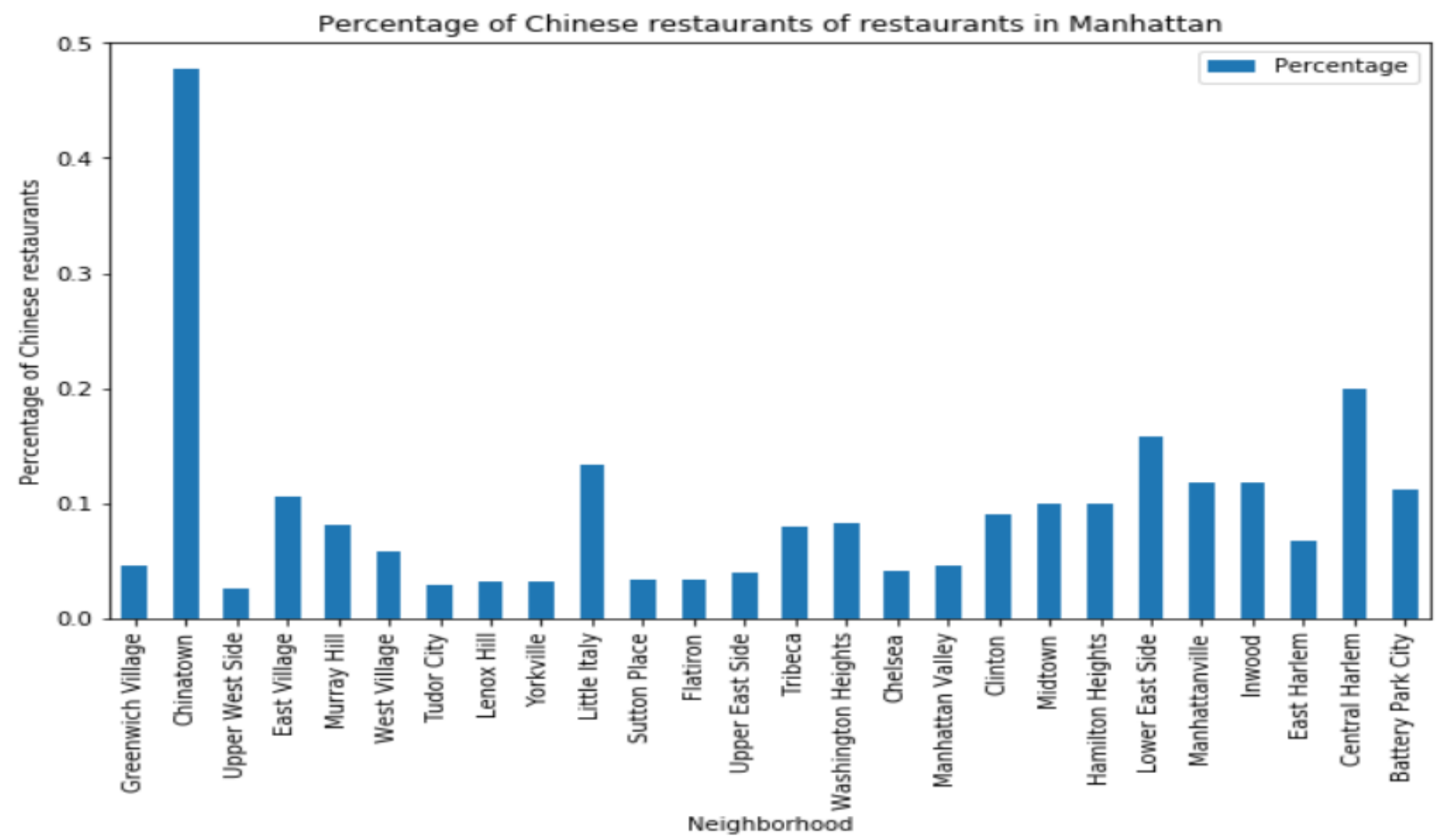
Percentage of restaurants in each neighborhood of Manhattan



Amount of Chinese restaurant in 40 neighborhoods of Manhattan



Percentage of Chinese restaurants of restaurant in each neighborhood of Manhattan



Neighborhoods clustered with Chinatown

Borough	Neighborhood	Latitude	Longitude	Cluster Labels	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
Manhattan	Chinatown	40.715618	-73.994279	4	Chinese Restaurant	Dim Sum Restaurant	Vietnamese Restaurant	Cocktail Bar	American Restaurant	Bar	Bakery	Noodle House	Hotpot Restaurant	Bubble Tea Shop
Manhattan	Washington Heights	40.851903	-73.936900	4	Café	Bakery	Latin American Restaurant	Mobile Phone Shop	Grocery Store	Deli / Bodega	Gym	Spanish Restaurant	Tapas Restaurant	Shoe Store
Manhattan	Central Harlem	40.815976	-73.943211	4	Chinese Restaurant	African Restaurant	American Restaurant	Cosmetics Shop	Public Art	French Restaurant	Seafood Restaurant	Gym / Fitness Center	Boutique	Bookstore
Manhattan	Midtown	40.754691	-73.981669	4	Hotel	Clothing Store	Steakhouse	Theater	Cocktail Bar	Bookstore	Coffee Shop	Sporting Goods Shop	American Restaurant	Bakery
Manhattan	Lower East Side	40.717807	-73.980890	4	Coffee Shop	Chinese Restaurant	Café	Art Gallery	Shoe Store	Ramen Restaurant	Cocktail Bar	Sandwich Place	Bakery	Japanese Restaurant
Manhattan	Little Italy	40.719324	-73.997305	4	Bakery	Café	Sandwich Place	Seafood Restaurant	Salon / Barbershop	Clothing Store	Ice Cream Shop	Chinese Restaurant	Mediterranean Restaurant	Bubble Tea Shop
Manhattan	Soho	40.722184	-74.000657	4	Clothing Store	Boutique	Women's Store	Men's Store	Shoe Store	Italian Restaurant	Furniture / Home Store	Coffee Shop	Art Gallery	Mediterranean Restaurant
Manhattan	Flatiron	40.739673	-73.990947	4	Yoga Studio	Gym	Japanese Restaurant	Gym / Fitness Center	American Restaurant	Bakery	Cosmetics Shop	Salon / Barbershop	New American Restaurant	Women's Store

Conclusion & Discussion

Six communities are recommended to be good choices to open a Chinese restaurant.

- Little Italy
- Flatiron
- Washington Heights
- Midtown
- Lower East Side
- Central Harlem

Conclusion



•more information needed:
preference and income of customers,
density of population and venues
and competition conditions

•How much to invest

Discussion