

1) Introduction to Business Case.

A Peruvian entrepreneur that counts with more than 50 restaurants in Peru hired my data science consulting company to investigate the possible location to open a new restaurant in New York City, specifically in Manhattan city. New York City has been the most populous city in the United States. It has a long history of multicultural immigration, which makes it very attractive to open a new Peruvian restaurant. Furthermore, most people associate Manhattan, NY, as the city never sleeps, which makes it an excellent feature to initiate a new culinary business. Peruvian food has experimented with an exponential change in the last ten years, and it has been considered one of the world's best culinary destinations. The biodiversity and multicultural heritage are the main features that make Peruvian food unique and the best place in the world to dine. Therefore, the gastronomic entrepreneur wants to take advantage of the Peruvian food excellent reputation and start a new business opportunity of opening a new restaurant in the borough's most popular restaurants, Manhattan city, NY.

2) Business Case Questions

The next questions should be answered after the evaluation of business case.

Q1) How many Peruvian restaurants are in Manhattan?

Q2) What is the best location in Manhattan City to open a Peruvian restaurant?

Q3) What are other potential neighborhoods in Manhattan for Peruvian Cuisine?

Q4) Which neighborhoods lack Peruvian restaurants?

3) Data Section.

The following data is needed to get the solution for this case.

- ✓ List of Boroughs, Neighborhoods, as well as the latitudes and longitudes from each neighborhoods in New York: https://cocl.us/new_york_dataset

The list of Boroughs, Neighborhoods, latitudes, and longitudes are needed to build the business case. After loading and exploring the data, it is then transformed into a data frame using Pandas. As the evaluation is focused on Manhattan, it is filtered to obtain only Manhattan's neighborhoods.

- ✓ List of 100 venues around 1000 meters of radius in Manhattan: **Foursquare API**
This list will provide information on businesses around 1000 meters from Manhattan city.
- ✓ Venue data of Peruvian restaurants in Manhattan city: **Foursquare API**

The previous data is then filtered to obtain the existing business of Peruvian restaurants already in operation around Manhattan city. This data will be merged with the data of neighborhoods in Manhattan.