



# Coursera Capstone: Battle of the Neighborhoods

---

CRAIG GILL

# Introduction

---

This final project is intended to provide information relevant to a search for the “best” neighborhoods within New York City for a new Venezuelan restaurant. Based on previous experience and advice from friends and industry colleagues, our restaurateurs are looking for neighborhoods already accepting of similar culinary tastes, with an established network of suppliers relevant to Venezuelan cuisine, but without significant competition in this niche market.

In short, where in New York City is Caribbean food already popular,  
*but* without a Venezuelan restaurant?

# Data

---

- Data on New York City boroughs and neighborhoods (and their corresponding latitudes and longitudes) will be accessed via the following resources: [https://cocl.us/new\\_york\\_dataset](https://cocl.us/new_york_dataset)
- New York City data relating to restaurant facilities, including cuisine-type, names, and locations will be obtained via the [FourSquare API](#) as accomplished in the previous labs.

Note: Venezuelan cuisine is a blend of multiple flavors and is not easily categorized. In Foursquare, data on Venezuelan restaurants is limited. This is due both to the limited number of true-Venezuelan restaurants in NYC, but also due to categorization challenges (Venezuelan restaurants tend to fall into other categories like South American and Caribbean). In this particular case, because our menu tends to compare most favorably with Caribbean cuisine, we will focus on this category for analysis.

# Methodology

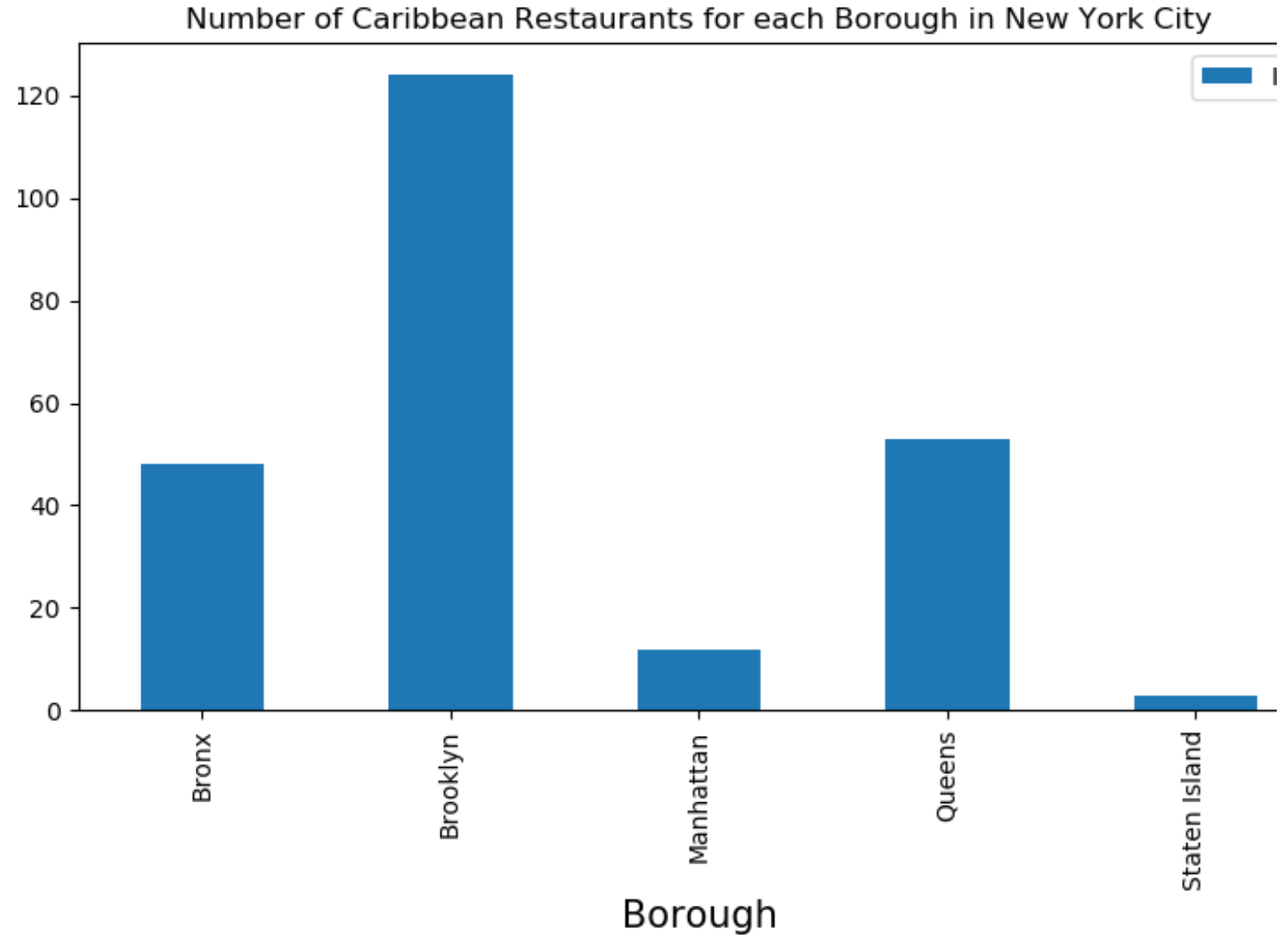
---

- New York City data will be taken from [https://cocl.us/new\\_york\\_dataset](https://cocl.us/new_york_dataset), organized, and processed in Pandas dataframes.
- [Foursquare](#) will be used to access current restaurant data, including restaurant names, cuisine type, and locations.
- Data will be organized by boroughs and then neighborhoods in order to narrow our search for the best locations to enter the market within New York City.
- We will utilize graphs to assist in visualizing the data (Matplotlib).

# Results

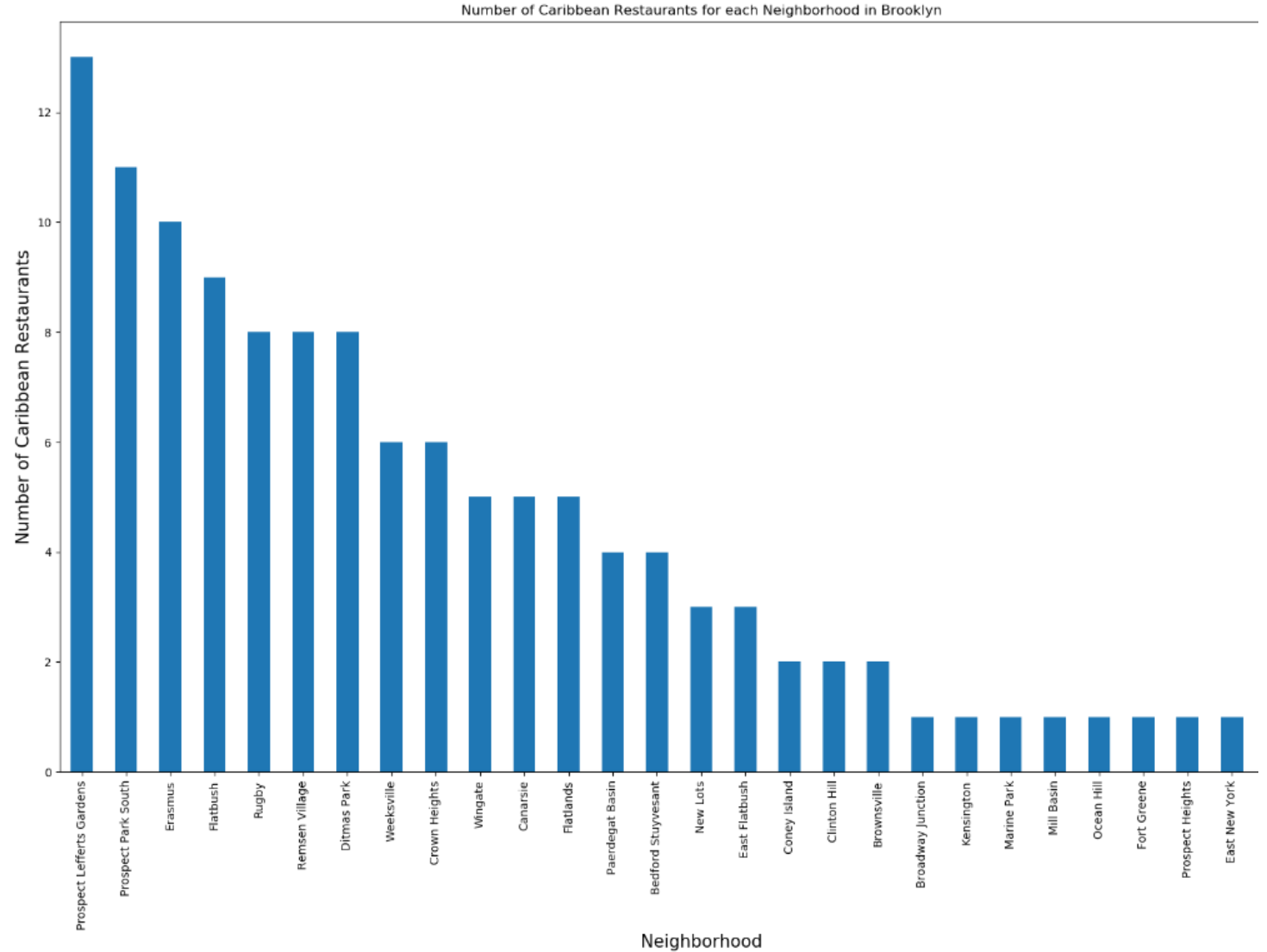
---

- The data shows that the most Caribbean cuisine “friendly” borough of New York City is Brooklyn.
- There are **124** Caribbean restaurants in Brooklyn.



# Results

- Within Brooklyn, there are 40 neighborhoods with a Caribbean restaurant, but many are located in the central regions of the borough- Prospect Lefferts Gardens (13), Prospect Park South (11), Erasmus (9), etc.
- Many neighborhoods with zero results, including trendy neighborhoods like Dumbo and Williamsburg.



# Discussion

---

- Brooklyn dominates the Caribbean food scene. While we were not surprised by the lower quantities in Manhattan, we did not expect Queens and the Bronx to be so low when compared to Brooklyn.
- In future analysis, we would like to learn more about Foursquare categories, including their rules for categorizing a restaurant as one type of cuisine vs. another. We suspect that some restaurants (like Venezuelan ones) are being captured in other categories.





# Conclusions

---

- After analyzing the data and cross-checking additional information related to average home values, we recommend the Crown Heights neighborhood of Brooklyn.
  - Home to 6 Caribbean restaurants, satisfying the desire to be located within an already established market for this cuisine.
  - Unlike Prospect Lefferts and Prospect Park South, competition is limited.
  - Median home value in the neighborhood is affordable relative to other markets (\$800k).

