

Capstone Final Project

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Introduction

- This is a Capstone project wherein am trying to find a suitable place in Newyork City to open a ne restaurant. The city is filled with variety of people and it has all types of cuisines.
- The below link describes the various cuisines in Newyork and which neighborhood serves what cuisine.

https://en.wikipedia.org/wiki/Cuisine_of_New_York_City

Business Problem

Newyork city has a diverse population and serves as a Global hub for many industries. It has people from all over the world and have a different taste when comes to tasting a food. It already has a lot of restaurants which are famous and satisfied the people in Newyork. So starting a new restaurant in the area where we have established restaurants invovle lot of analysis.

- Few of the critical things that we need to consider before opening up a restaurant is
- NY demographics
- Population
- Cuisines served
- Competitors in the area
- Unexplored horizon
- Nearby venues that favour the opening of new restaurant Nearby Markets

Target Audience

- Anyone who wants to open a new restaurant in NY city

Data Section

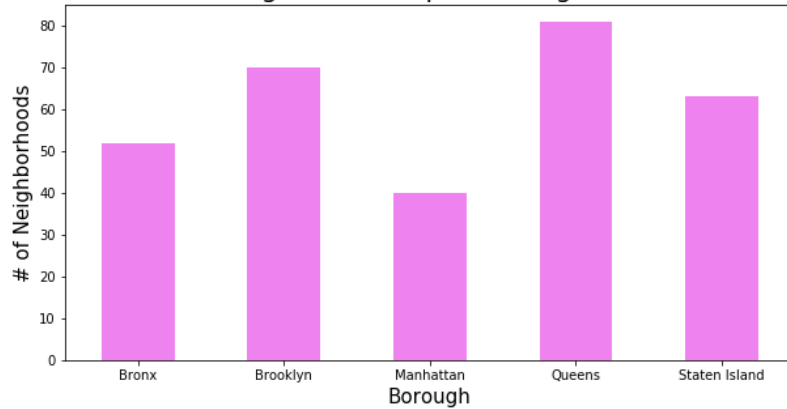
- Since we have taken New York City for our analysis. The following datasets will be used to get the required data that will help us in completing the project.
- https://cocl.us/new_york_dataset - NY neighborhood and Borough data
- https://en.wikipedia.org/wiki/Cuisine_of_New_York_City - Cuisines of NY city
- Coordinates from Foursquare API to explore the neighborhoods of NY city

Methodology

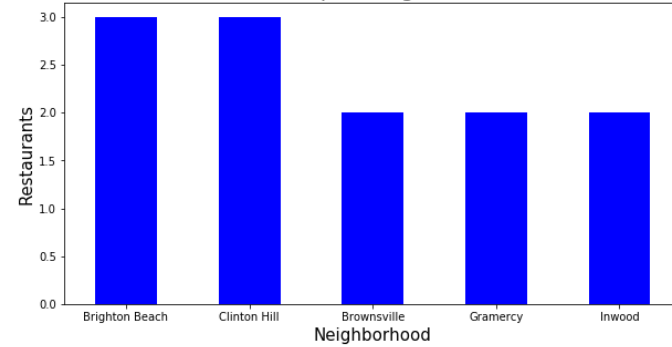
- Data will be collected from https://cocl.us/new_york_dataset using bs4 webscraping utility.
- The collected data will be cleaned and loaded into a data frame for further analysis.
- Foursquare API will be used to locate the venues with restaurants.
- Data will be processed and sorted based on the number of restaurants in the neighborhood
- Data will be visually assessed to make any decision using Folium

Metrics

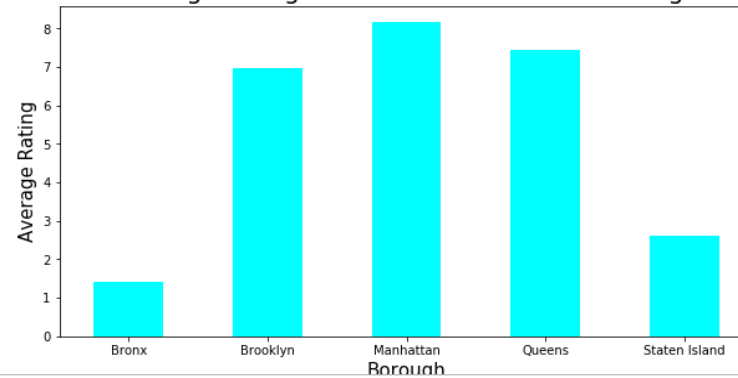
Neighborhoods per Borough: NY



Restaurants per Neighborhood: NY

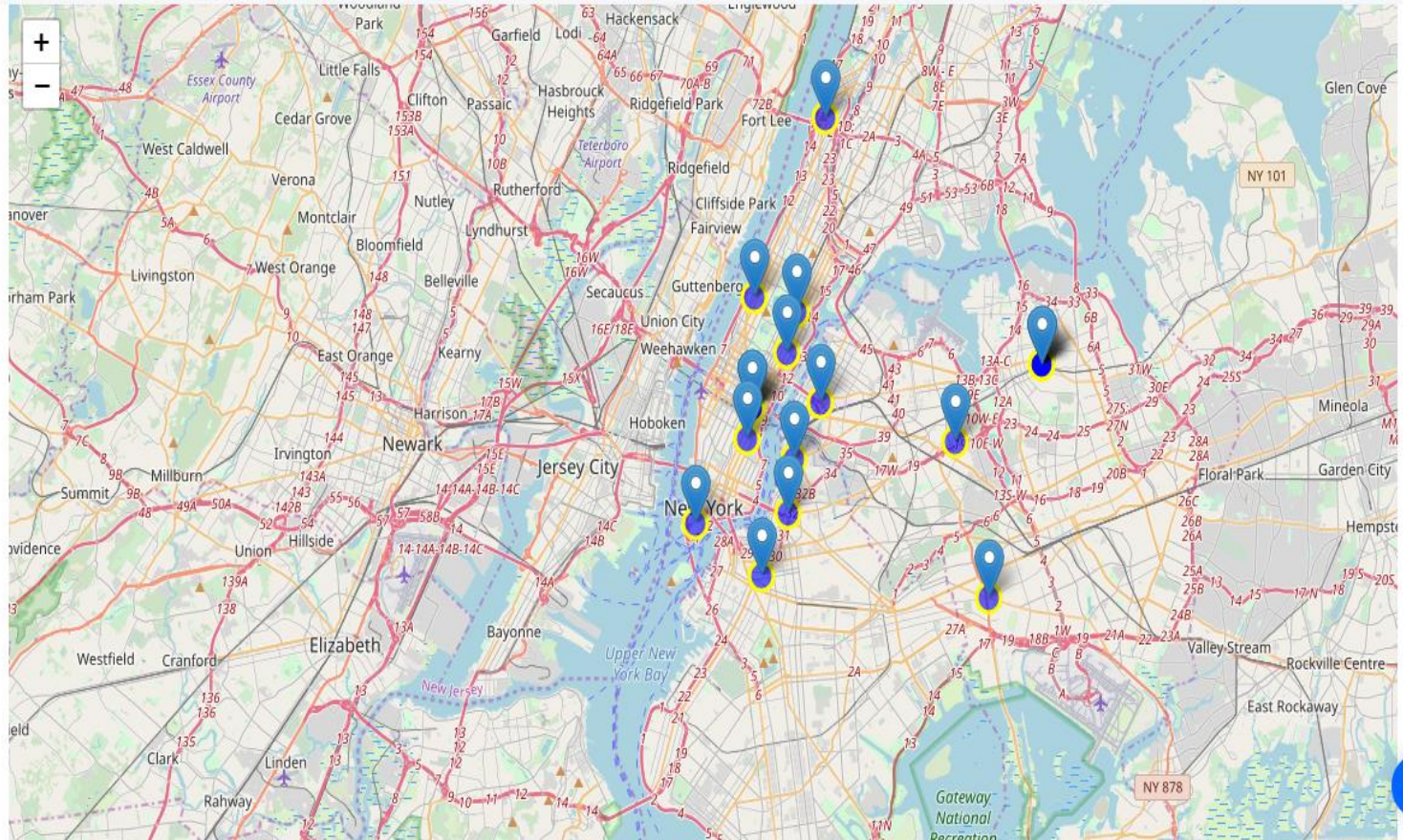


Average rating of Restaurants for each Borough



Map Plot - Folium

Out[70]:



Conclusion

- Going by the metrics, the number of restaurants in the Borough "Bronx" is less compared to other Boroughs which implies the competition is less to start a new restaurant. The average rating in "Bronx" is also very less compared to other Boroughs, which implies the people in Bronx are not happy with the restaurants that are currently functioning. A new restaurant satisfying the needs of the people in Bronx will be a right choice going by the metrics.

Point to Note

- The analysis and the findings are purely based on the data sets and available ratings, likes in the Foursquare API. There might be more data which may not be captured or stored in Foursquare which will change the outcome. It is always better to re execute this analysis on top of various available datasets to arrive at the final outcome.