

Capstone Project

IBM Applied Data Science Capstone

Opening a Peruvian Restaurant in New York

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Business Problem

The objective of this Capstone project is to analyze and select the best locations in the city of New York to open a new Peruvian restaurant. Using Data Science methodology and instruments such as Data Analysis and Visualization, this project aims to provide solutions to answer the business question: Where in the city of New York, should the investor open a Peruvian Restaurant?



Data

- Data required

- List of borough and neighborhoods of New York
- Latitude and longitude coordinates of those neighborhoods
- Venue data, particularly data related to restaurants.

- Sources of data

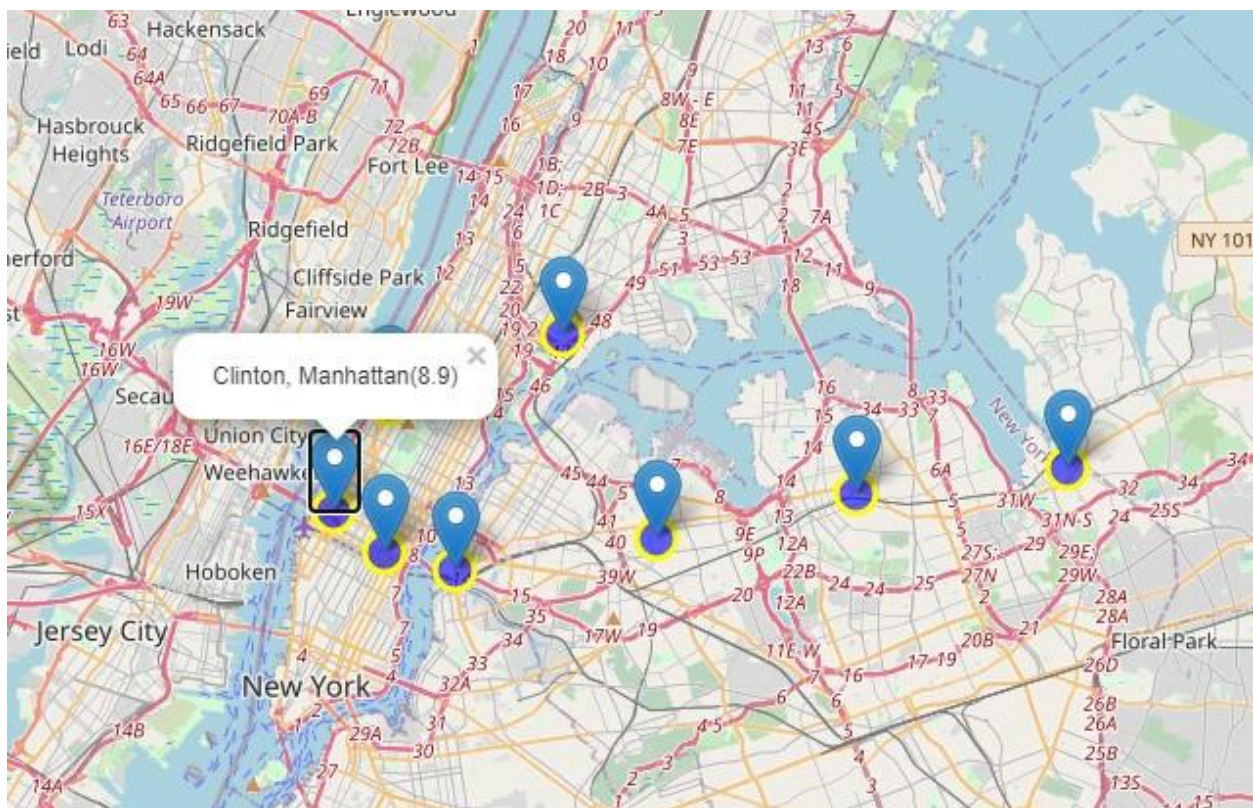
- Open-source dataset of New York: https://cocl.us/new_york_dataset.
- Geocoder package for latitude and longitude coordinates.
- Foursquare API for venue data.

Methodology

- Collect the data from: https://cocl.us/new_york_dataset.
- Clean and process the data into a dataframe.
- Using Foursquare, locate all venues and then filter by Peruvian restaurants. Ratings, tips, and likes by users will be counted and added to the dataframe.
- Sort the data based on rankings.
- Visually assess the data will be using graphing from Python libraries.

Results

- Queens has the highest number of Peruvian restaurants comparing to the other boroughs.
- Manhattan has the highest average rating for Peruvian Restaurants.
- Two neighborhoods with the highest average rating for Peruvian Restaurants are Clinton and Upper West Side (both located in Manhattan).



Discussion Section

- Based on the results of our analysis, Manhattan and Bronx are the best locations for Peruvian cuisine in NYC.
- Manhattan is a more promising place to open a new Peruvian restaurant.
- Neighborhoods Clinton or in Upper West Side are the best place in Manhattan to open a new Peruvian restaurant.



The End

