

# **Capstone Project - The Battle of Neighborhoods**

# Project Background

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## Introduction

New York is the most densely populated major city in the United States. There are almost 20 million people in its metropolitan area; it is one of the world's most populous megacities.

Cuban American populations is a significant community throughout the United States. There is a population of 141,250 for the Cuban community in the New York metropolitan area, which is the largest Cuban community outside Florida.

New York City has been described as the cultural capital of the world. The diverse is incorporated in every aspect.

## Business Problems

- Which neighborhood is the best location to visit for a Cuban Restaurant?
- If you want to open a Cuban restaurant, which location should you choose to have the best chance of being successful?
- If you are traveling to New York City, where would you go to have the best Cuban food?

# Data

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1

New York City  
data

**Source:**

[https://cocl.us/new\\_york\\_dataset](https://cocl.us/new_york_dataset)

**Description:**

We use the above data to explore the neighborhoods of New York City. The data source contains information include boroughs, neighborhoods, latitudes, and longitudes.

2

Foursquare API

**Source:**

<https://developer.foursquare.com/places>

**Description:**

We use Foursquare API to obtain all venues in the New York City. Then from those venues, we find all Cuban Cuban Restaurant information in the New York City.

3

GeoSpace data

**Source:**

<https://data.cityofnewyork.us/City-Government/Borough-Boundaries/tqmj-j8zm>

**Description:**

The geospace data allows us to get the New York Borough boundaries, which could help us to get a visual choropleth map.

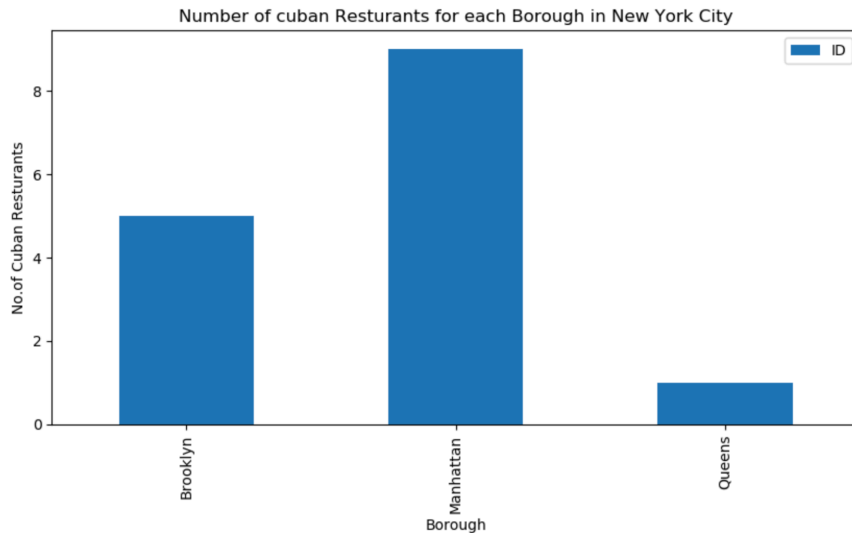
# Methodology

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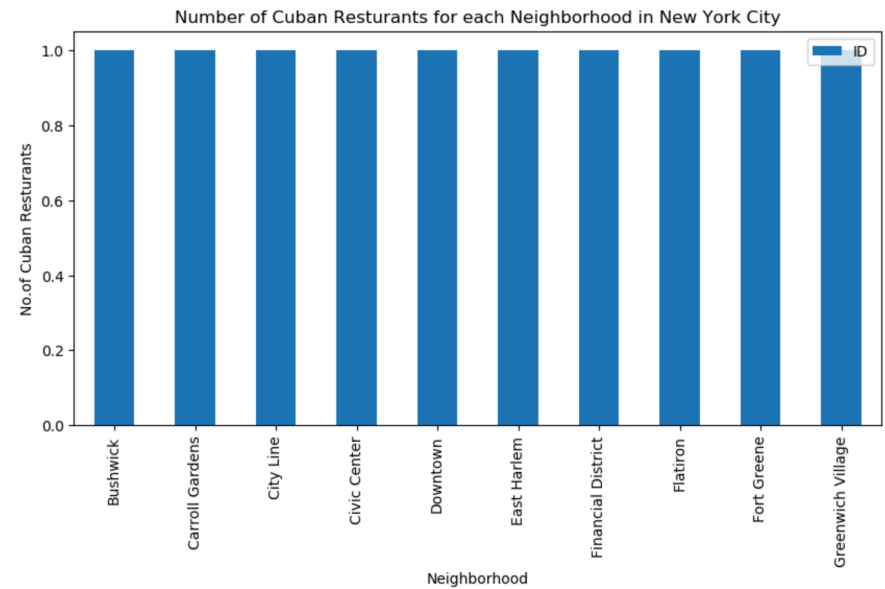
- Collect the New York City data from [https://cocl.us/new\\_york\\_dataset](https://cocl.us/new_york_dataset)
- Use FourSquare API to find all venues for each neighborhood, and see all ventures that are Cuban Restaurant
- Use FourSquare API, to find the Cuban Restaurant with the best rating, tips and like count
- Sort the data and identify the neighborhoods with an average rate over 8.3
- Visualize the regions using folium library

# Project Results

**Manhattan has the largest number of Cuban Restaurant**



**All Cuban restaurants are evenly distributed in all neighborhoods**

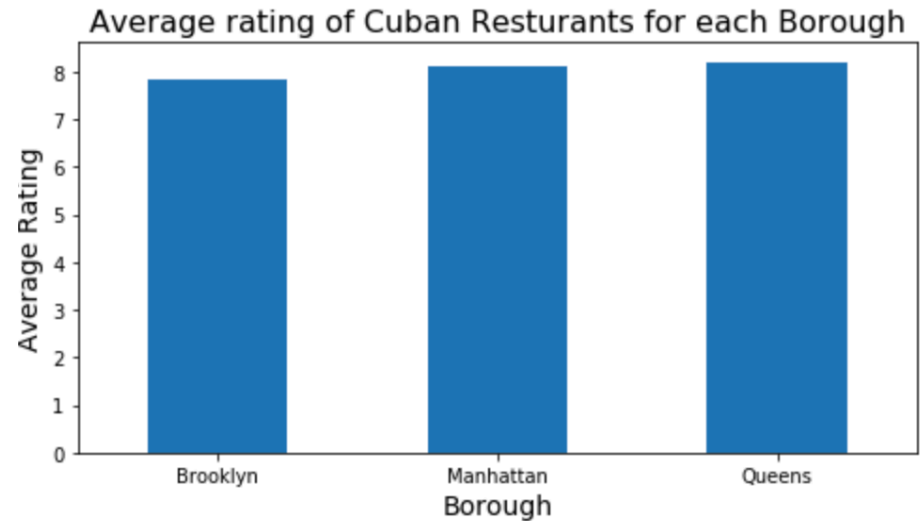


## Project Results cont.

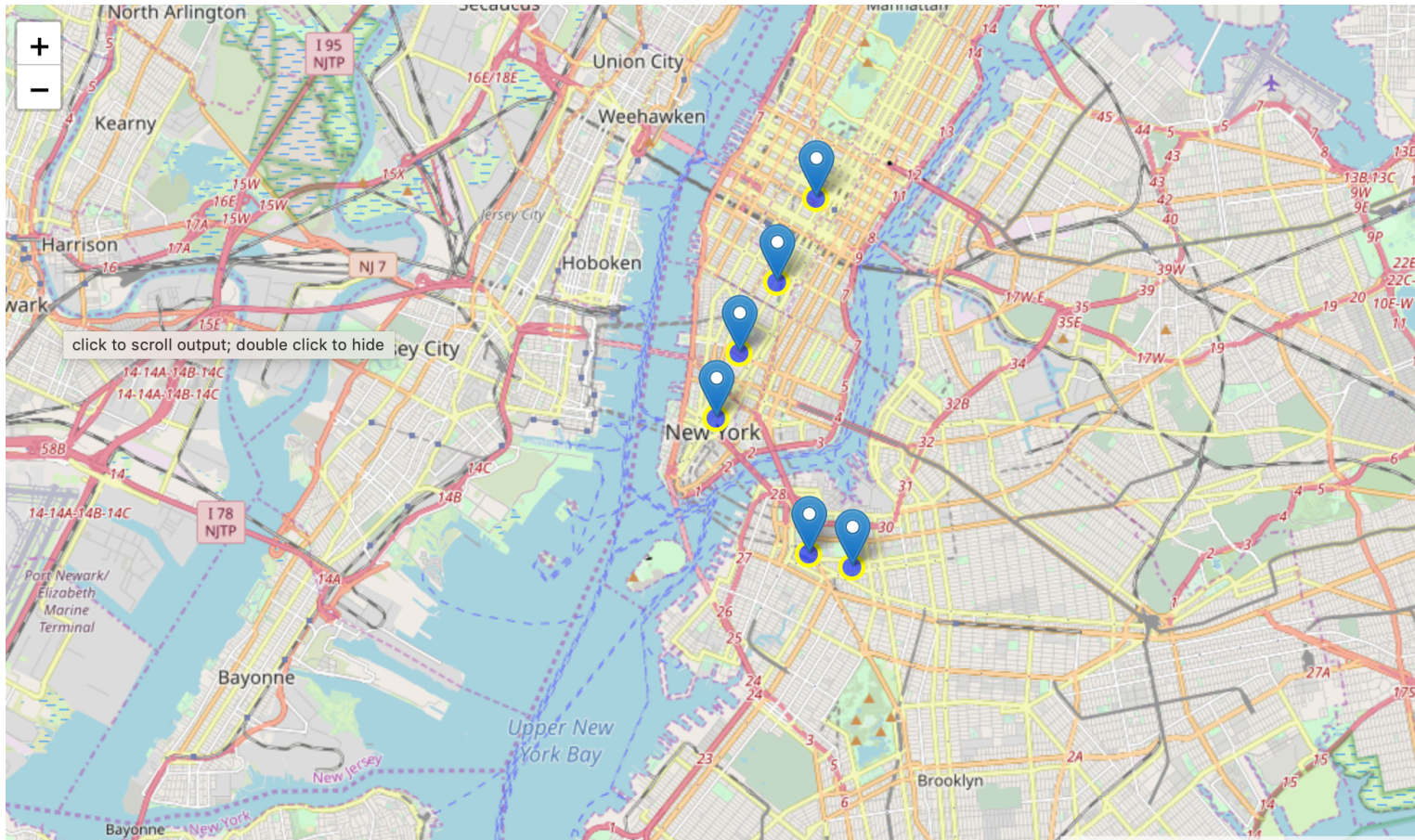
Most existing Cuban restaurants have a good rate, with an average rate of 8.02. Compared to other boroughs, Cuban Restaurants in Manhattan has a slice higher rating rate.

```
cuban_rest_stats_ny.describe()
```

	Likes	Rating	Tips
<b>count</b>	15.000000	15.000000	15.000000
<b>mean</b>	161.533333	8.020000	66.866667
<b>std</b>	198.389540	0.667832	65.967380
<b>min</b>	3.000000	6.500000	2.000000
<b>25%</b>	64.500000	7.850000	22.000000
<b>50%</b>	112.000000	8.200000	59.000000
<b>75%</b>	150.500000	8.450000	81.500000
<b>max</b>	779.000000	9.000000	249.000000



# Overall, Manhattan has the best Cuban restaurants



# Project Deliverables

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## **Discussion:**

Currently, there are not many Cuban restaurants in New York City. Cuban restaurants are not the major players in the restaurant industry. However, the rating for the existing Cuban restaurants is excellent, especially in Manhattan. I recommend that Cuban restaurant owners consider opening new restaurants in the Manhattan area.

Due to the limit number of the total sample size, the accuracy of data depends on the Four Square data.

## **Conclusion:**

Manhattan has an excellent potential Cuban Restaurant Market, and it is the best place to go if you want to try some good Cuban food.