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# Opening a Restaurant in Newyork City

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# Introduction

Opening a food place that will be situated in New York. Using various data analysis tools to determine what type of eating place will be best welcomed by New Yorker and also the choices of location so that the investment will be more secure and the ROI will be higher.

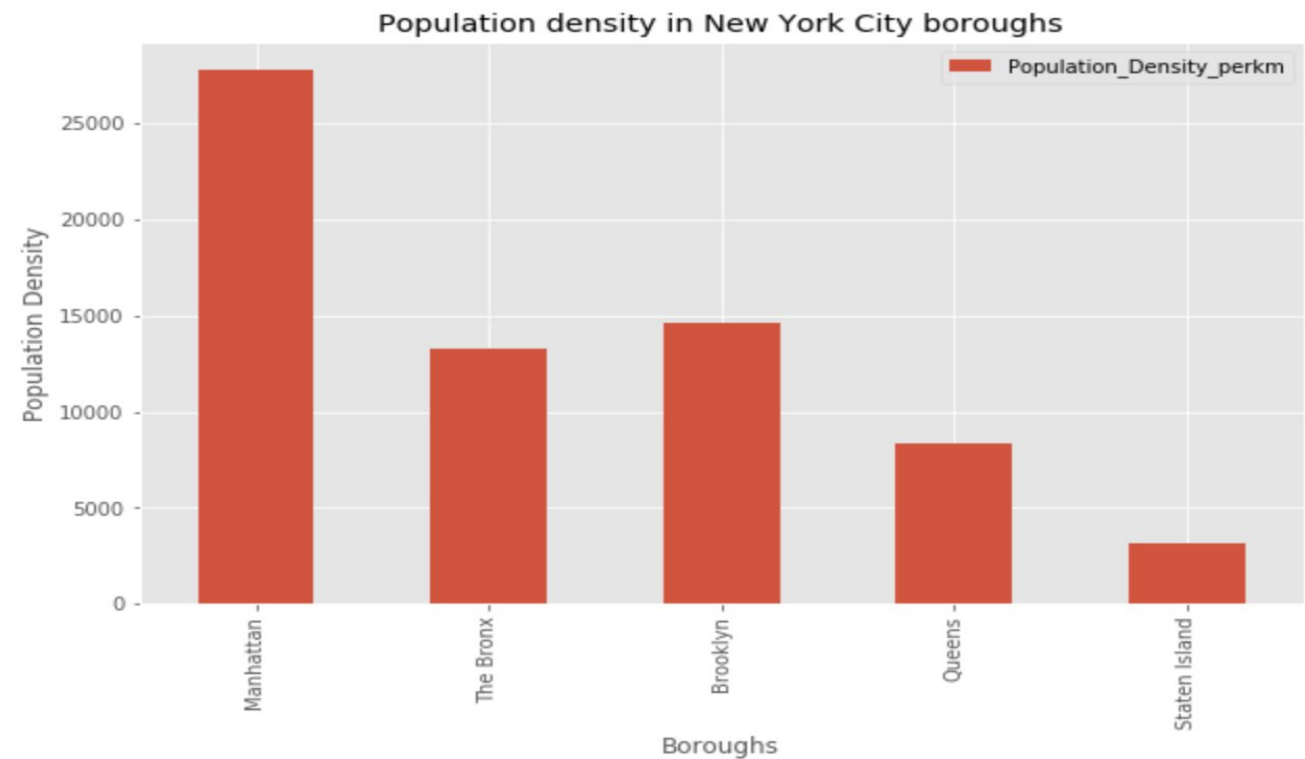
# Data acquisition and cleaning

- ❑ Valuable data about the population size and density about New York city was obtained from ([https://en.wikipedia.org/wiki/Demographics\\_of\\_New\\_York\\_City](https://en.wikipedia.org/wiki/Demographics_of_New_York_City)).
- ❑ Another important data source was FOURSQUARE website, data was obtained via several API calls.
- ❑ Redundant data was dropped from the sample .

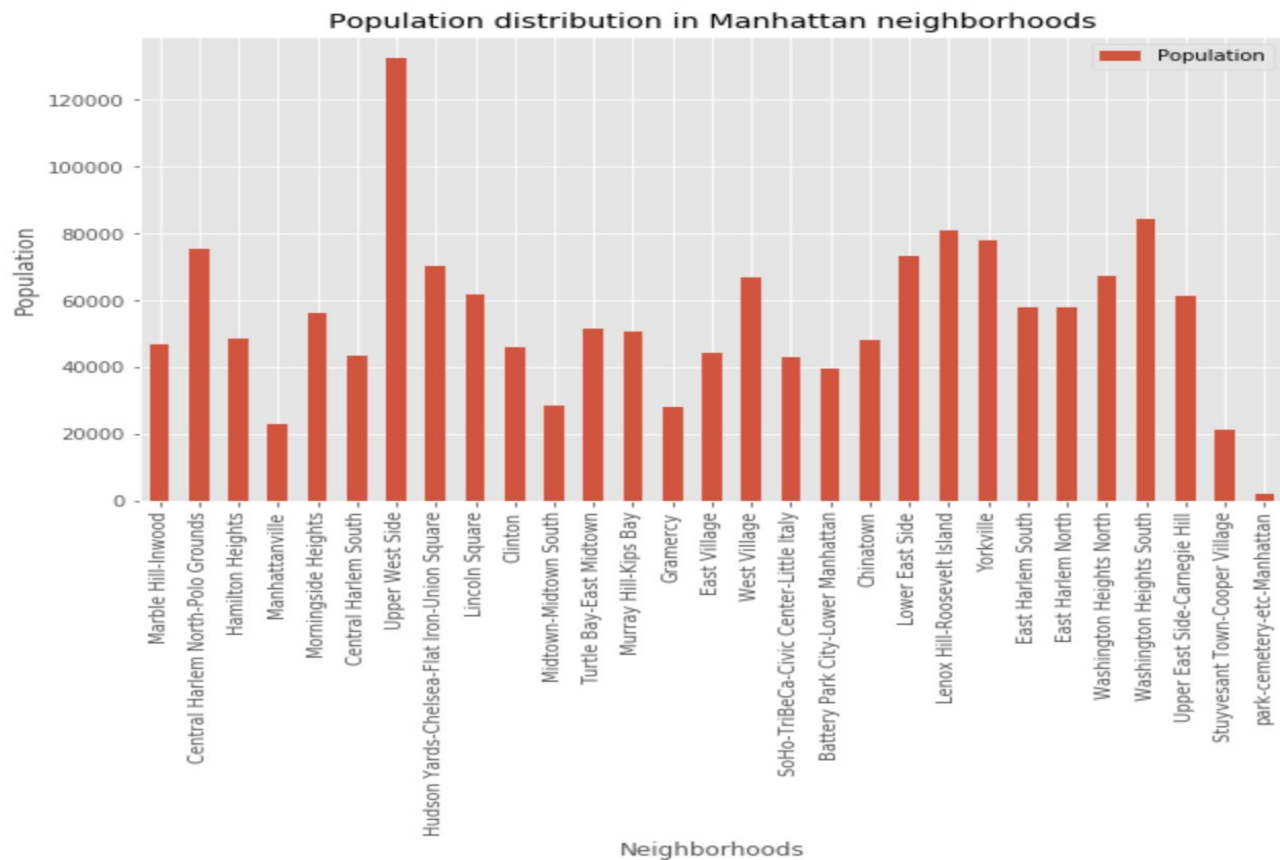
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**“Both the population data from wikipedia and venues data from FOURSQUARE went through machine learning process to find out the best combination of food and activity that New Yorker love to have.”**

# Manhattan: Highest population dense area in New York city boroughs



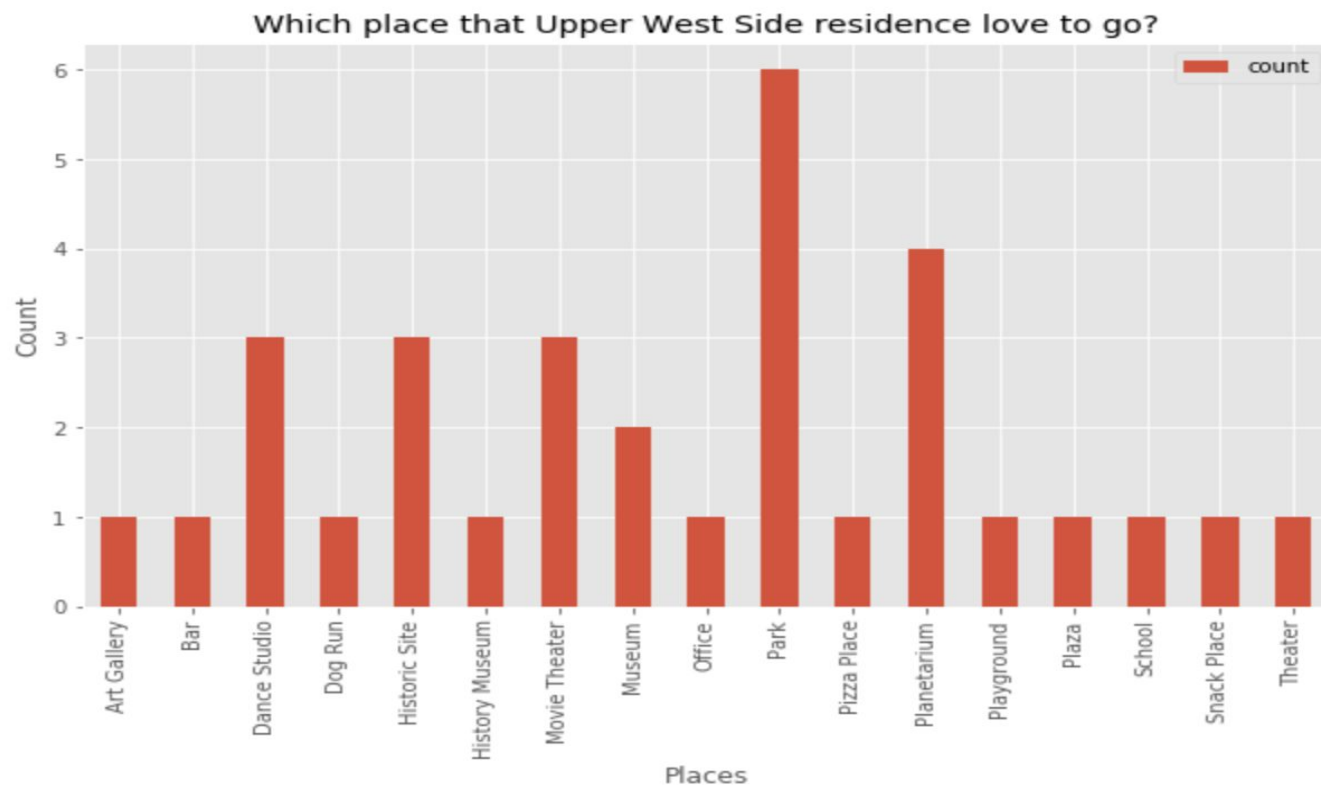
# Highest potential customers in Upper West Side area



# Italian restaurants tops the chart



# Locals Love to Hang out in Park





# Conclusion

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**Restaurant  
decorated  
as park**

**With lots of  
Italian  
recipes**

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**Thank You!**