

Select A Restaurant Location
in New York City

for a Well-known Hotpot
Restaurant brand

Business Problem

- My client, the dominant hot pot restaurant chain in Asia, is looking to expand operation in North America.
- To start with, expand their first location in New York City (NYC).
- Select a borough from Manhattan, Queens, Brooklyn, Bronx and Staten Island

Data Source

- Wikipedia: https://en.wikipedia.org/wiki/New_York_City; https://en.wikipedia.org/wiki/Demographics_of_New_York_City
- Geocoding, FourSquare and New York Open Data

Methodology section:

- Collect the New York City data from Wikipedia via Web scraping techniques
- Geographical coordinates will be obtained using Python Geocoder which address/neighbourhood of interest will be represented in latitude and longitude.
- Meaningful data will be extracted from FourSquare and New York Open Data
- Further analyze with different data science techniques

Discussion:

Population and demographic data clearly shows the target customers for the client are concentrated in Queens and Manhattan.

Borough	Amount_of_Restaurant	Amount_of_Hotpot_Restaurant	%_Asian_Population
Queens	11447	121	17.6
Manhattan	10800	91	9.4

jurisdiction	%_white	%_black_or_african_american	%_Asian	%_other	%_mixed_race	%_hispanic_latino_of_other_race
Queens	44.1	20.0	17.6	12.3	6.1	25.0
Manhattan	54.4	17.4	9.4	14.7	4.1	27.2
Bronx	29.9	35.6	3.0	25.7	5.8	48.4
Staten Island	77.6	9.7	5.7	4.3	2.7	12.1

Discussion:

- Throughout this project and searching for data, I notice that even though New York City is a highly diverse region, in terms of Asian population (out target customers for the client), only Manhattan, Queens and Brooklyn have a reasonable amount of Asian population and director hotpot restaurant competition. This could also be a tremendous business opportunity to expand into non-Asian customers or data is not well documented for boroughs of Staten Island and Bronx.

Conclusion

- In this study, I analyzed the population & demographic data in New York City as well as, restaurant and hotpot restaurant data.
- I identified key factors which should be used when in location selection, which is the area where the target customers live in and popularity of the restaurant type in that area, where data is acquired from FourSquare and New York Open Data.