Devendra - The Battle of the Neighborhoods - Week 1

Introduction & Business Problem :

Problem Background:

The City of New York, is the global hub of business and commerce. Any new business venture or expansion needs to be analysed carefully. The insights derived from analysis will give good understanding of the business environment which help in strategically targeting the market. This will help in reduction of risk. And the Return on Investment will be good.

Problem Description:

To open new food business **and survive in competitive market it is very important to strategically plan. Various factors need to be studied in order to decide on the Location such as :**

City population, Demographics, Farmers Markets, and Entertainment zones, Parks, competitors in that location and many other factors.

One company want to establish a new branch in particular area of the city so selection of location is very important.

A business in which they prepares and serves food and drink to customers in return for money, either paid before the meal, after the meal, or with an open account. The City of New York is famous for its excellent cuisine.

Target Audience:

The target audience are any company or individual who wants to start a new restaurant in Newyork city and want correct location for the restaurant with respect to success criteria. It will provide guaranty of success the business.

Data :

To do analysis of new york city we required many data point such as near by boroughs and neighbourhoods , Population , geography and Farmers Markets and Food Boxes dataset **etc..**

1. **Neighbourhoods** Data: Total of 5 boroughs and 306 neighbourhoods. we will essentially need a dataset that contains the 5 boroughs and the neighbourhoods that exist in each borough as well as the the latitude and longitude coordinates of each neighbourhood. Below is the link to download data :

   https://geo.nyu.edu/catalog/nyu_2451_34572

2. Farmers Markets and Food Boxes dataset:

A ***farmers' market*** is often defined as a public site used by two or more local or regional producers for the direct sale of farm products to consumers. In addition to fresh fruits and vegetables, markets may sell dairy products, fish, meat, baked goods, and other minimally processed foods.

https://data.cityofnewyork.us/dataset/DOHMH-Farmers-Markets-and-Food-Boxes/8vwk-6iz2
Website-https://www.grownyc.org/greenmarketco/foodbox

3. **From Wikipedia we will get below information**

   1. New York Population : More population more sales
   2. New York City Demographics
   3. Cuisine of New York city : What is choice if new york cityzen
   https://en.wikipedia.org/wiki/New_York_City
   https://en.wikipedia.org/wiki/Economy_of_New_York_City
   https://en.wikipedia.org/wiki/Portal:New_York_City
   https://en.wikipedia.org/wiki/Cuisine_of_New_York_City
   https://en.wikipedia.org/wiki/List_of_Michelin_starred_restaurants_in_New_York_City

   4. **New york city geographical coordinates data:** To plot information on map.
   We will all the information of new york city by below link
   https://cocl.us/new_york_dataset

Postal Code	Latitude	Longitude
M1B	43.8066863	-79.1943534
M1C	43.7845351	-79.1604971
M1E	43.7635726	-79.1887115
M1G	43.7709921	-79.2169174
M1H	43.773136	-79.2394761

   5. **FourSquare Data** to search existing venue , nearby restorent to particular loacation etc…
   We get this information through foursquare API.

   url =
   'https://api.foursquare.com/v2/venues/search?client_id={}&client_secret={}&ll={},{}&v={}&query={}&radius={}&limit={}'.format(CLIENT_ID, CLIENT_SECRET, latitude, longitude, VERSION, search_query, radius, LIMIT)
   url