

Battle of neighborhoods

The best Mexican restaurants

Jose Mendez

1. Introduction

New York is the restaurant capital of the world. Just consider there are 24,000 eating establishments in Manhattan alone. Opening a New York City restaurant takes daring, talent, and investors. While the fine-dining stalwarts continue to thrive, the heart of the market right now is food with immigrant roots. From casual Chinese in the East Village to home-style Indian in Queens and Michelin-star Mexican in Brooklyn.

According to a recent study of American eating preferences by YouGov, the British-based market research and data analytics company, it's our second-favorite international cuisine, after Italian. Further evidence is given by DoorDash, the nation's number-one food delivery service, which revealed that some Mexican dishes are among 2019's 15 most popular food orders in America.

This report explores which neighborhoods and boroughs of New York City have the most as well as the best Mexican restaurants. Additionally, I will attempt to answer the questions "Where should I open a Mexican Restaurant?" and "Where should I stay if I want great Mexican food?"

2. Data

2.1. Data Source

In order to answer the above questions, data on New York City neighborhoods, boroughs to include boundaries, latitude, longitude, restaurants, and restaurant ratings and tips are required.

New York City data containing the neighborhoods and boroughs, latitudes, and longitudes will be obtained from the data source: https://cocl.us/new_york_dataset

New York City data containing neighborhood boundaries will be obtained from the data source: <https://data.cityofnewyork.us/City-Government/Borough-Boundaries/tqmj-j8zm>

All data related to locations and quality of Mexican restaurants will be obtained via the FourSquare API utilized via the Request library in Python.

2.2. Data Cleaning

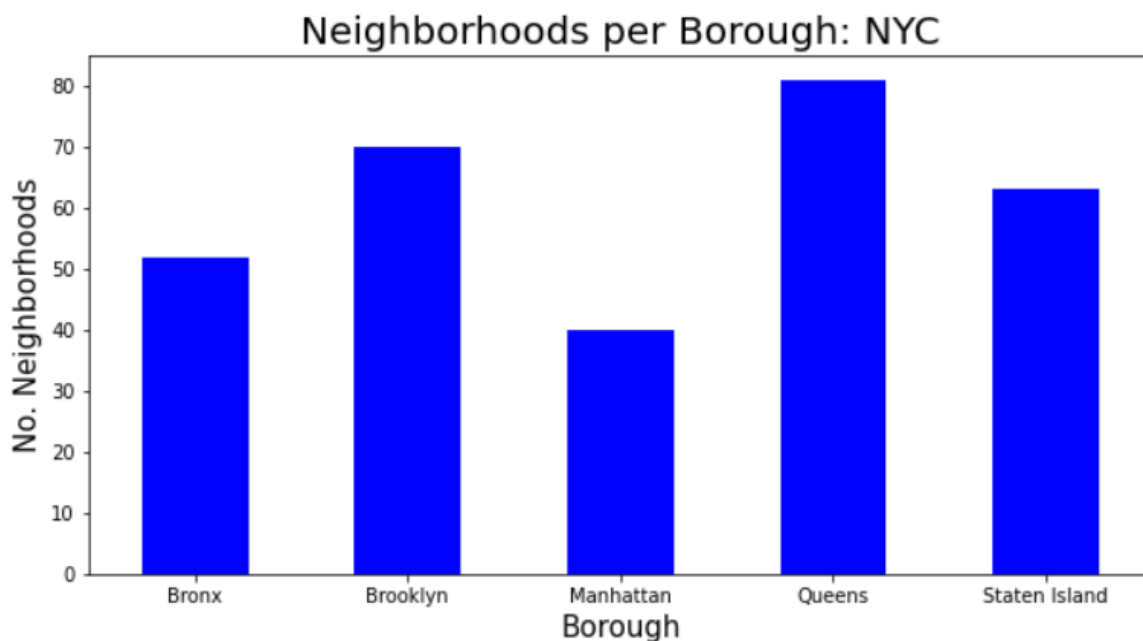
Data downloaded or scraped from multiple sources were combined into one table. 0 values are assigned for these restaurants as they may have been recently opened or details does not exist in FourSquare Database.

Given the chosen features, data types of "Likes" and "Rating" were also changed from object to float64.

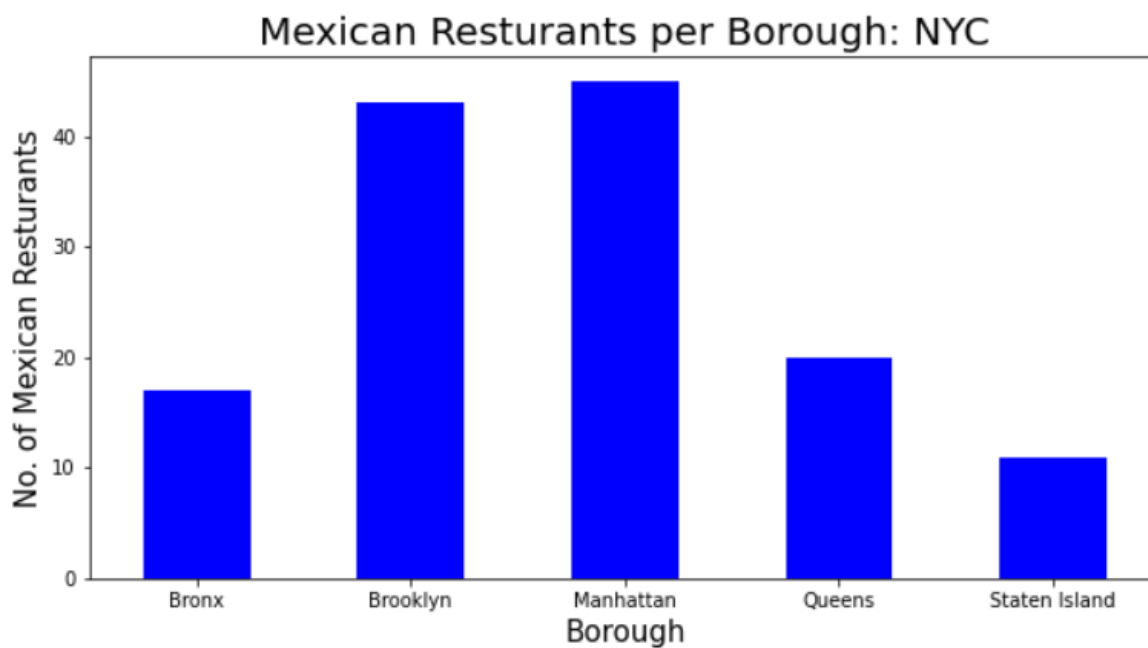
3. Methodology

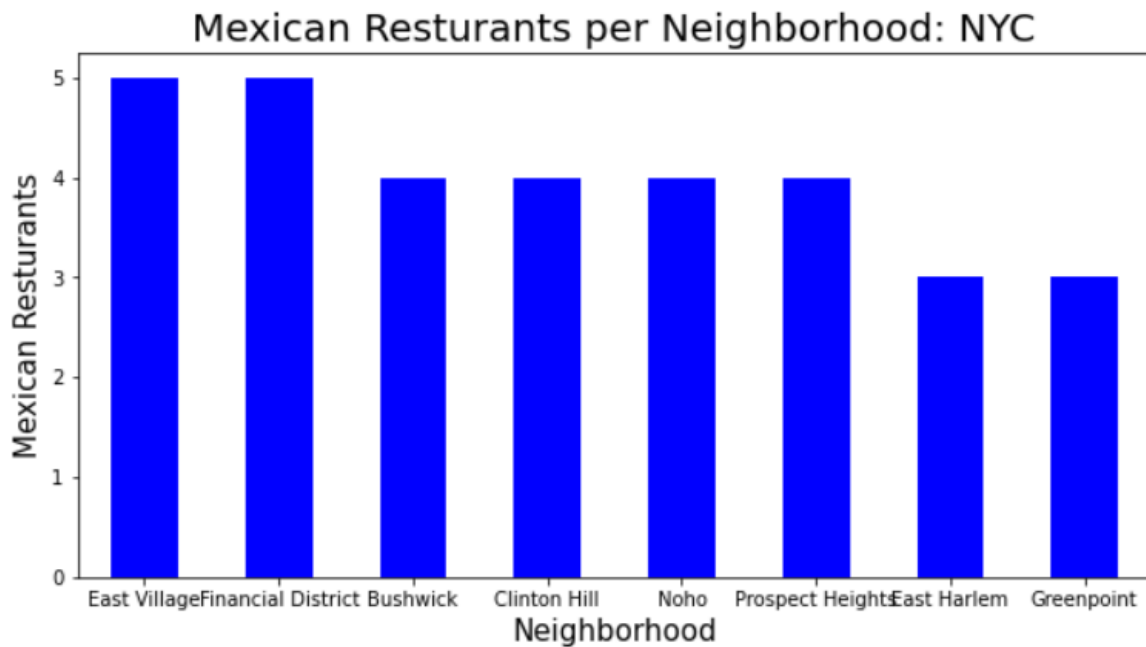
3.1. Exploratory Data Analysis

There are 306 neighborhoods in New York City registered in FourSquare on November 08, 2020. Grouped by boroughs, Manhattan consists of the least neighborhoods while Queens contains the maximum number of neighborhoods.



136 Mexican restaurants were obtained from FourSquare, and were segmented by boroughs and neighborhoods.





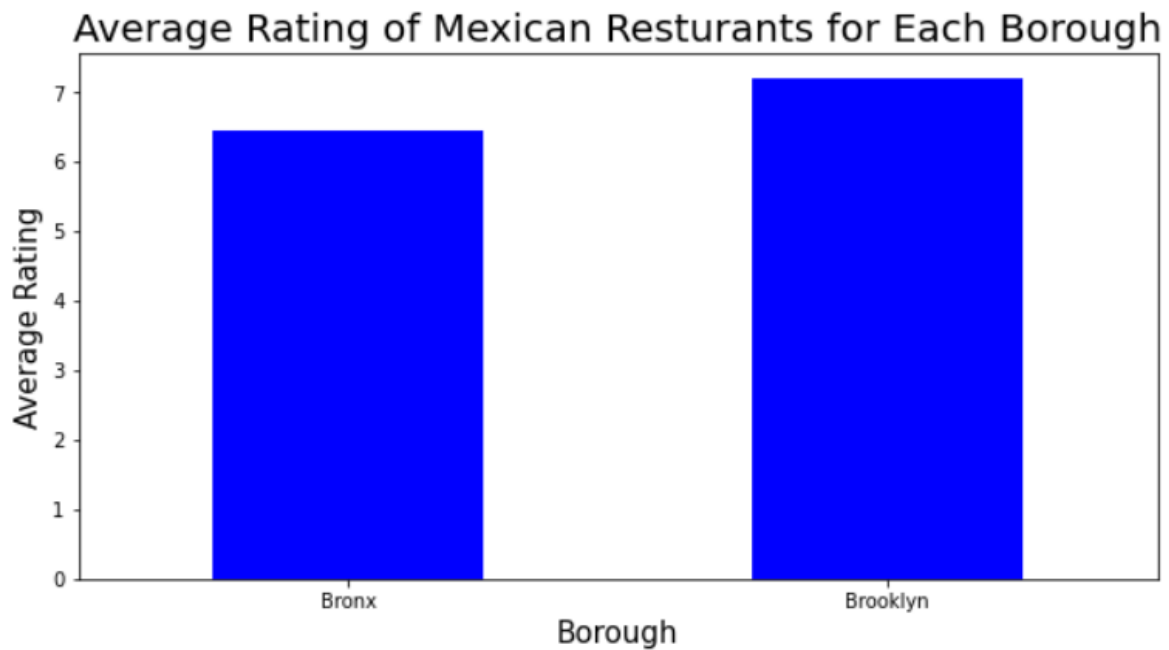
Although Manhattan had the least number of neighborhoods, it does have the highest number of Mexican restaurants. Additionally, we see how many restaurants the top 8 neighborhoods have. The neighborhood of East Village and Financial District have the highest number of Mexican restaurants in NYC and all are located in the boroughs of Manhattan. Bushwick, Clinton Hill and Prospect Heights have the highest number of Mexican restaurants located in the borough of Brooklyn.

3.2. Formal Analysis

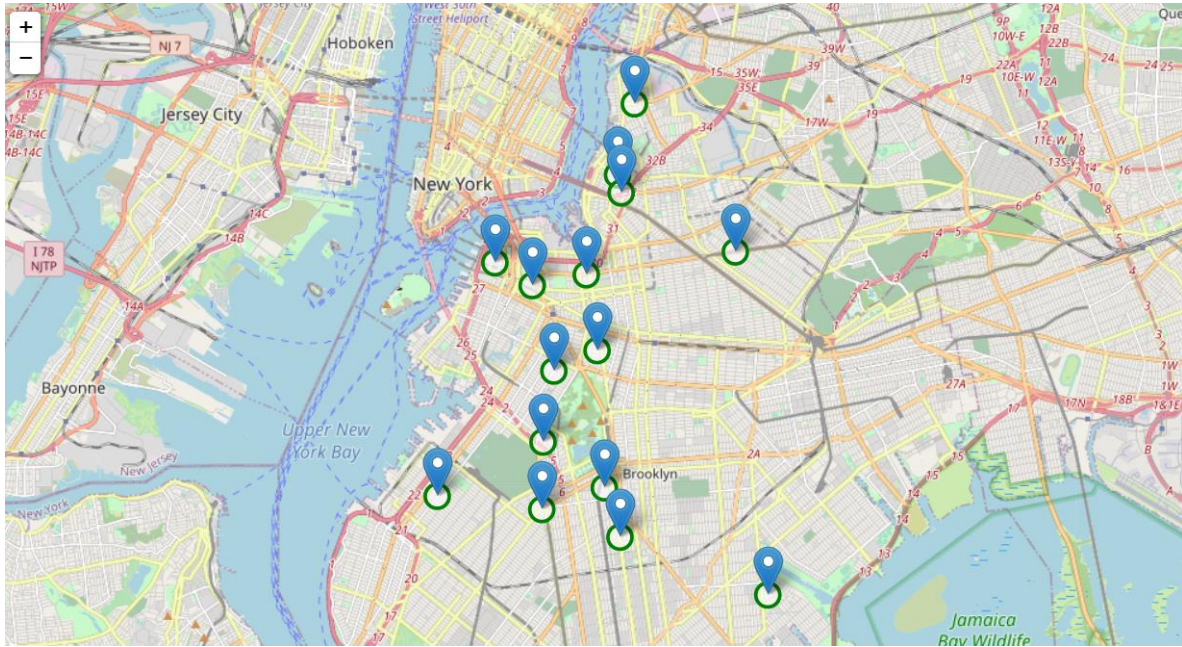
To have a bite of how neighborhoods and boroughs perform in terms of Mexican restaurants, I got the average likes and rating for each neighborhoods and boroughs and sorted in descending orders.

Neighborhood	Average Likes	Average Rating
Parkchester	131.000000	9.200000
North Side	26.000000	8.600000
Westchester Square	46.000000	8.400000
Greenpoint	127.333333	8.400000
Bushwick	36.750000	7.925000
Brooklyn Heights	37.500000	7.900000
Kingsbridge	24.666667	7.833333
Prospect Heights	61.750000	7.825000
Kensington	5.000000	7.800000
South Side	194.000000	7.800000

And across the four boroughs that have Mexican restaurants, we have ratings vary.



We could visually map the Mexican restaurants with rating over 7.



4. Results

Mexican restaurants in New York are mainly located and most dense in the neighborhoods of Manhattan and Brooklyn, while East Village, and Financial District of Manhattan have five French restaurants each.

In terms of ratings, Brooklyn have the best average, as Bronx shows a significant drop among all four boroughs with Mexican restaurants located. Parkchester, in Manhattan, is the only one neighborhood with ratings above 9.

5. Discussion

Choose Manhattan to stay and wander around Mexican restaurants there. Besides, Bushwick should be the go-to choices for enjoying Mexican cuisine as well as business exploration.

In another perspective, aiming at a making a decent Mexican restaurant in Bronx may lead to big inflows on account of average low expectations.

6. Conclusion

In this study, I extracted data of Mexican restaurants from New York City area and examine neighborhoods and boroughs based on the average ratings and number of likes of Mexican restaurants within. On account of the disparity between regions, recommendations are given to stakeholders in narrowing down the search for optimal location for a new Mexican restaurant.

Final decision on optimal restaurant location will be made by stakeholders based on specific characteristics of neighborhoods and locations in every recommended zone, taking into consideration additional factors like attractiveness of each location (proximity to park or water),

levels of noise / proximity to major roads, real estate availability, prices, social and economic dynamics of every neighborhood etc.