# Rebranding Restaurants

Rebranding Italian or Chinese restaurants in NYC

With over 4,000 Chinese restaurants and over 7,000 Italian restaurants in NYC, there certainly doesn't seem to be a shortage of either type of restaurants. However, we wanted to look a little closer to see if there was a specific niche within either market that we could hone in on to rebrand what it means to be a Chinese or Italian restaurant in NYC.

We looked at Yelp data from 489 number of Chinese restaurants and 546 number of Italian restaurants.
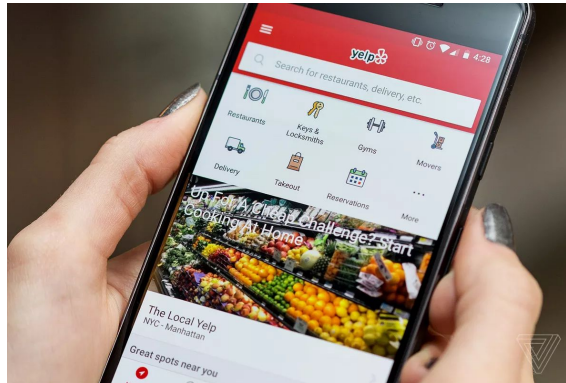
Data Process

Data Collection:
Data Source: Yelp API (Endpoints: Business & Reviews)

Data Cleaning and Analysis
Packages: Pandas

Visualization
*Packages: Matplotlib,Seaborn*

Data Description

|	Business Id	Business Name	Type	Latitude	Longitude	Ratings	Review_Counts	Price	Zipcode	Delivery
count	2024	2024	2024	2024.000000	2024.000000	2024.000000	2024.000000	2024	2024.000000	2024
unique	1023	987	2	NaN	NaN	NaN	NaN	4	NaN	2
top	ZhjRaJkfClVopvamUzrEsA	Parm	Italian	NaN	NaN	NaN	NaN	$$	NaN	True
freq	4	9	1557	NaN	NaN	NaN	NaN	1199	NaN	1888
mean	NaN	NaN	NaN	40.717231	-74.004599	3.892540	346.004941	NaN	10468.549901	NaN
std	NaN	NaN	NaN	0.406725	0.917050	0.425565	438.128478	NaN	2756.374667	NaN
min	NaN	NaN	NaN	30.253537	-97.763551	2.000000	3.000000	NaN	7002.000000	NaN
25%	NaN	NaN	NaN	40.710558	-73.996891	3.500000	96.750000	NaN	10013.000000	NaN
50%	NaN	NaN	NaN	40.733414	-73.980463	4.000000	219.000000	NaN	10028.000000	NaN
75%	NaN	NaN	NaN	40.762862	-73.952360	4.000000	421.500000	NaN	11210.000000	NaN
max	NaN	NaN	NaN	40.980500	-73.651640	5.000000	5652.000000	NaN	78704.000000	NaN

Ratings Analysis:
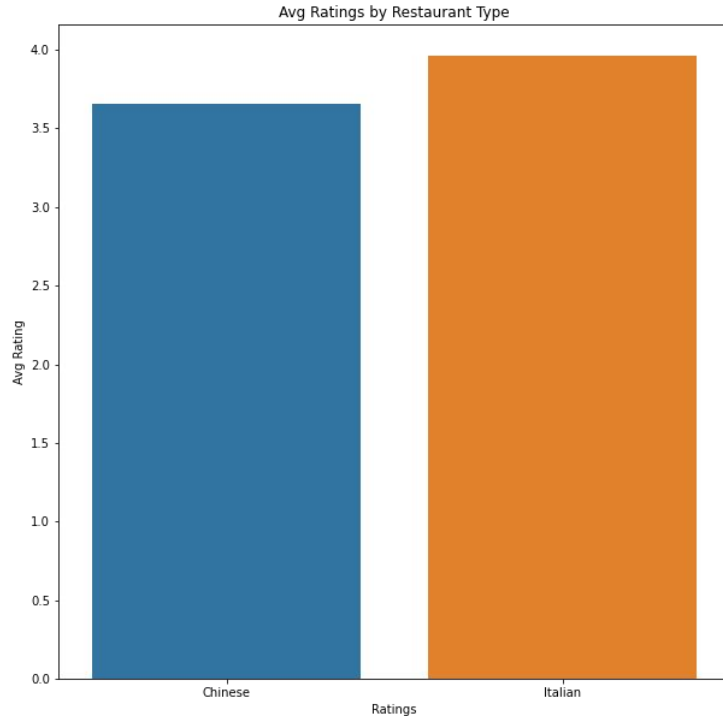
Looking at the average rating for our sample of restaurants, we noticed that Chinese restaurants had a slightly lower average rating. This presents more of an opportunity to rebrand the restaurant experience

Pricing Analysis:
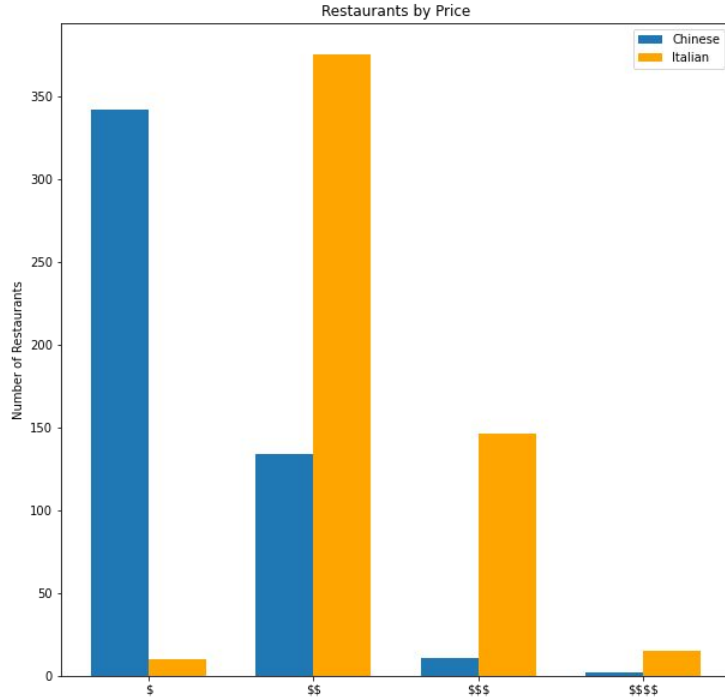
Only 0.48% of Chinese restaurants in our sample were 4 dollar signs. This demonstrated a lack of higher end Chinese restaurants in NYC.

Location Analysis:
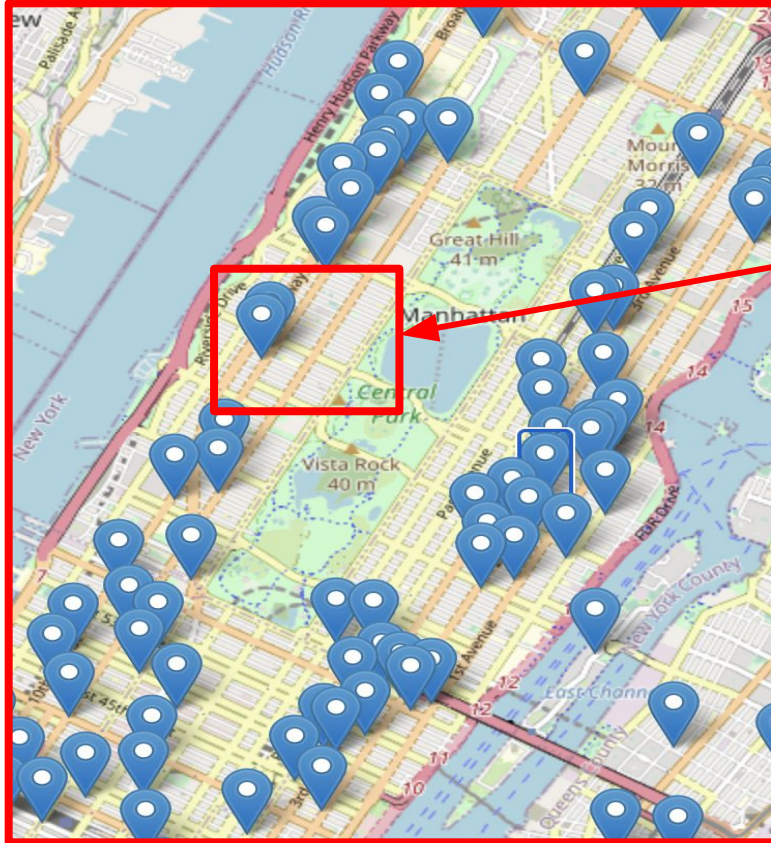
Looking at the density of Chinese restaurants in NYC, we noticed that the Upper West Side was a good medium in terms of density. We decided that this was a great location because there was less competition but we can be sure that there is demand

Delivery Analysis:
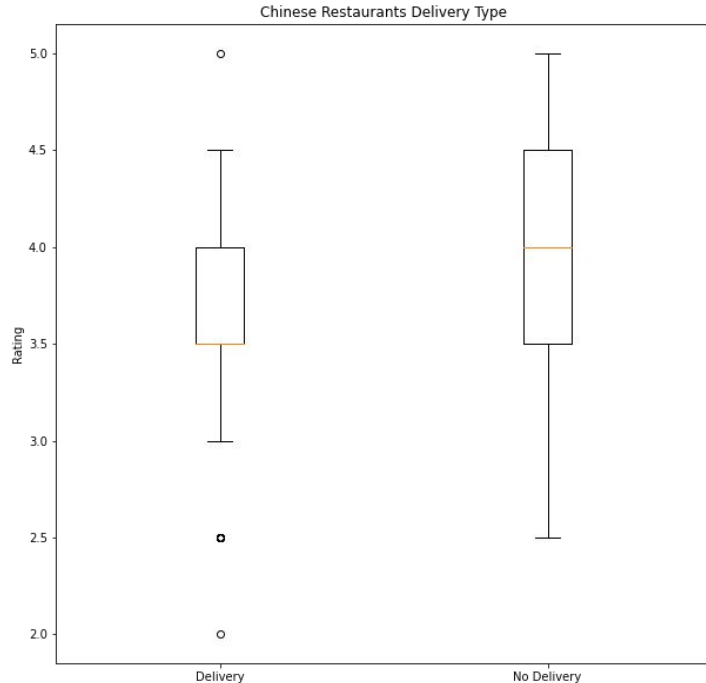
Lastly, we needed to decide the delivery type of our restaurant. We analyzed the average rating between restaurants offering delivery versus no delivery. It turns out restaurants with no delivery have a higher average rating.

So we decided not to offer delivery at our restaurant. This would cut costs as well as maintain the exclusivity and experience.

A New Twist on Chinese Cuisine:

After analyzing Yelp data for 1,014 restaurants in NYC, we decided to open up a high end Chinese restaurant in the Upper West Side, bringing a new twist to a classic favorite.