

OPENING A NEW PIZZA PLACE IN NYC

IBM Applied Data Science Capstone – Week 4

Introduction

New York, among other things, is famous for its pizza that is being sold in many pizza places. Therefore if someone was willing to open a new pizza place they would have to face a tough competition. With this in mind, the use of data analysis in order to determine which could be the best spot to open such restaurant is a crucial step for its success.

Data

The data analysis will be based on data from the following sources:

1. Geographical data of the city of New York (https://cocl.us/new_york_dataset)
2. Foursquare API

From 1. we retrieve the list of neighborhoods of the city of New York with their geographical coordinates.

We will use this information to retrieve venues in each neighborhood that fall under the *Food* category in the Foursquare database, then we will further restrict ourselves to the *Pizza Place* category to pursue our goal.