Coursera Capstone Project

The battle of Neighborhoods

2020

Spanish tapas restaurant in NYC

Problem statement 🤓

I've always been a big fan of Spanish tapas, and my favourite place in London is "Paloma". The owner of "Paloma" reached out to me to do an exploratory analysis on Spanish restaurants market in New York as it could be an opportunity to open a new "Paloma" in NYC.

Problem statement / Answers I will aim to answer

- So where should we open a new Spanish place in New York and why?
- Where would I go in New York to explore the best Spanish food?

Data

- Firstly, the data on the neighborhoods and boroughs, latitudes, and longitudes will be obtained from the following source: https://cocl.us/new_york_dataset

- Secondly, venue data related to locations and quality of Spanish restaurant will be obtained via the FourSquare API utilized via the Request library in Python.

Methodology

- Data on neighborhoods, boroughs, longitudes and latitudes will be collected from https://cocl.us/new_york_dataset, then cleaned and processed into a data frame. FourSquare be used to locate all venues. Once we have them, we can then filter only Spanish places.

- Additional information such as ratings, feedback, and likes by users on FourSquare will be added to the data frame. Data will be sorted based on rankings. Data will be visually assessed using graphing from Python libraries.

Results

- There are 112 Spanish restaurants in the city.

- Queens has the most neighborhoods in the city.

- Bronx has the highest number of Spanish restaurants when compared to other boroughs in New York (roughly 2 times more than Manhattan that takes the second place in this regard).

- Fordham (Bronx) has the highest number of Spanish restaurants compared to other neighborhoods in NYC.

- The highest rated restaurants reside in Bronx.

The Best Restaurants in NYC 👌

- Based on the likes:

"Caridad and Louie" in Baychester, Bronx

- Based on rating:

"Isla Verde Café and Express" in Parkchester, Bronx

- Based on tips:

"Café Colonial" in Van Nest, Bronx

Conclusion

- The biggest limitation – not all data available on venues (ratings, tips and likes);

- Bronx has the highest number of Spanish restaurants and they have the highest ratings.

- Recommendation would be to open a new restaurant in Queens and/or Brooklyn because it has more neighborhoods than Bronx and much fewer Spanish restaurants – possibility for less competition and a bigger crowd. ☺