

Coursera Capstone
The Battle of Neighborhoods
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Opening a Spanish tapas restaurant in New York

Introduction

New York has around 8.4 million people (2018) and is famous for its ethnical diversity. New York City comprises 5 boroughs sitting where the Hudson River meets the Atlantic Ocean. At its core is Manhattan, a densely populated borough that's among the world's major commercial, financial and cultural centers. It is the largest city in the US with a long history of international immigration, as a result NYC is rich in selection of cuisines available to everyone's taste.

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 restaurant in New York as it would be another hot spot for a tapas restaurant.

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/new brunch place?

New York is a huge megapolis that already has an impressive restaurant scene. Now, for a restaurateur who wants to open a new restaurant in this city, it is important to do a thorough analysis of the market to know where would it make sense (if, at all) to open a new Spanish restaurant? What neighborhoods have the most Spanish places already? What area has the best Spanish restaurants?

Equally, for someone who wants to experience a new Spanish place - where would they go?

Data

To be able to answer the questions raised in the introduction, we will need to look at data on New York city that contains neighborhoods, latitude, longitude, boroughs (which will help us establish boundaries), restaurants, restaurant ratings and feedback are required. This data will be retrieved from multiple data sources.

Data sources:

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 dataframe. 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 dataframe. Data will be sorted based on rankings. Data will be visually assessed using graphing from Python libraries.