

# COURSERA CAPSTONE PROJECT (WEEK 5) - FULL REPORT

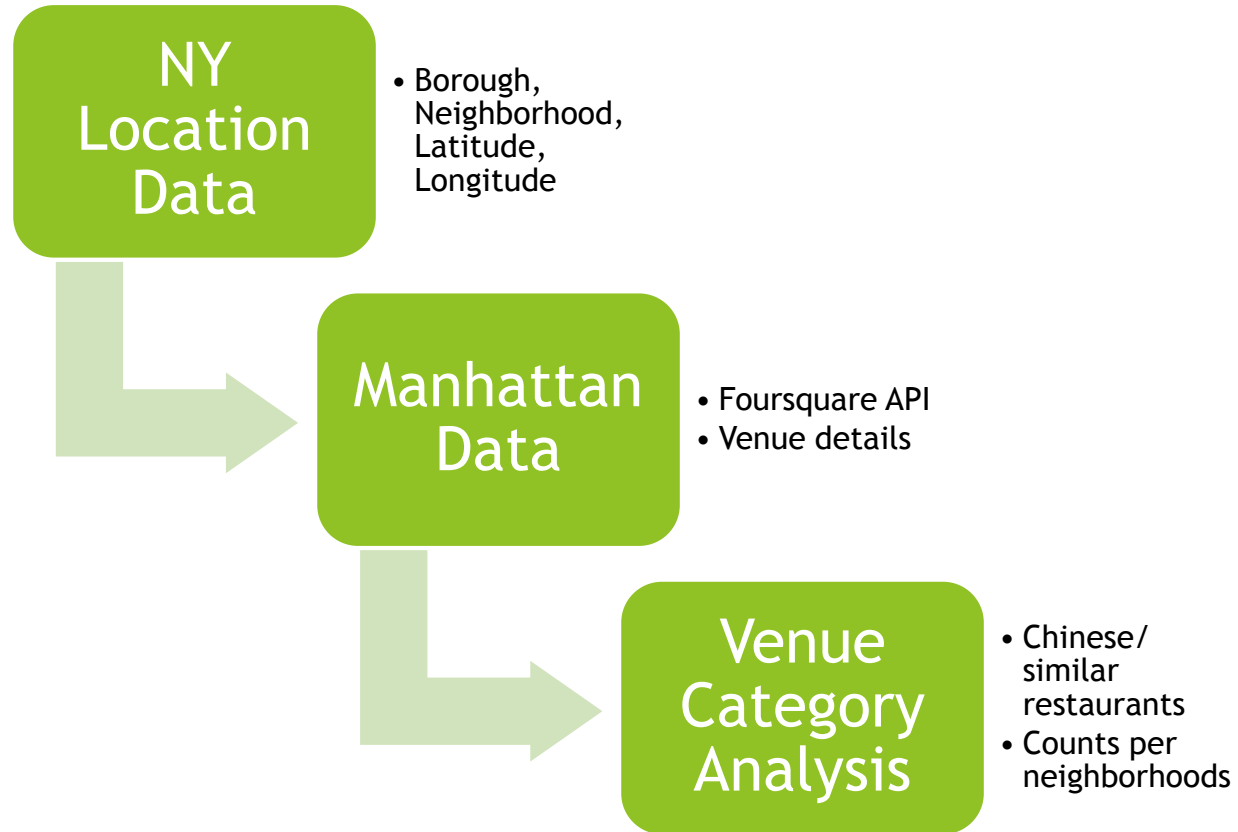
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# Introduction/ Business Problem, Data Set

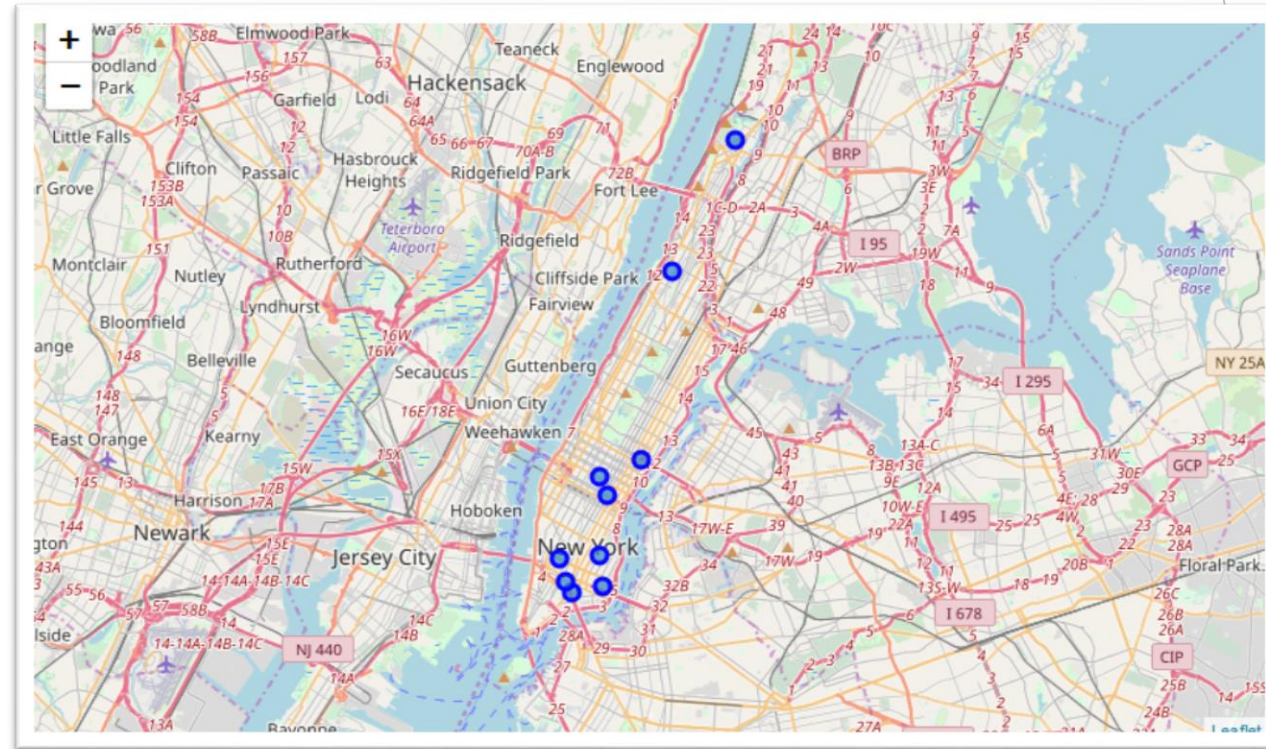
- ▶ Target audience
  - ▶ The owner of the Chinese restaurant chain
- ▶ Problem statement
  - ▶ To advise on current locations of Chinese (or similar) restaurants in Manhattan
- ▶ Why
  - ▶ Based on current locations of existing restaurants, the chain can decide its location wise strategy
- ▶ Data Set
  - ▶ New York location data from web (borough, neighborhoods, lat-long data)
  - ▶ Foursquare data for venue details

# Brief Methodology, Analysis



# Results, Key Messages (1/2)

Neighborhood	Total
Chinatown	17.0
Little Italy	4.0
East Village	4.0
Lower East Side	3.0
Midtown	3.0
Greenwich Village	3.0
Sutton Place	2.0
Inwood	2.0
Murray Hill	2.0
Hamilton Heights	2.0



- ▶ Top 10 neighborhoods with highest number of Chinese/ similar restaurants
- ▶ Possible indication of existing client base - but more competition

# Results, Key Messages (2/2)

Neighborhood	Total
Gramercy	0
Chelsea	0
Civic Center	0
Upper East Side	0
Turtle Bay	0
Stuyvesant Town	0
Marble Hill	0
Soho	0
Roosevelt Island	0
Noho	0
Hudson Yards	0
Lenox Hill	0
Midtown South	0
Yorkville	0

Neighborhood	Total
Tudor City	1
Upper West Side	1
Morningside Heights	1
Battery Park City	1
Carnegie Hill	1
Lincoln Square	1
East Harlem	1
Financial District	1
Flatiron	1

- ▶ Neighborhoods with only 0 or 1 Chinese/ similar restaurants
- ▶ Possible indication of less competition, but market potential to be evaluated

# Discussion/ Conclusion

- ▶ Depending on the business strategy, the organization can focus either in areas where there are quite a few such restaurants (like Chinatown, Little Italy etc.) OR in neighborhoods where there are only 0 or 1 such restaurant
- ▶ Limitation of the current analysis
  - ▶ Any sizing of the potential customer base is not covered, can be considered as a next step

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► Thank You!