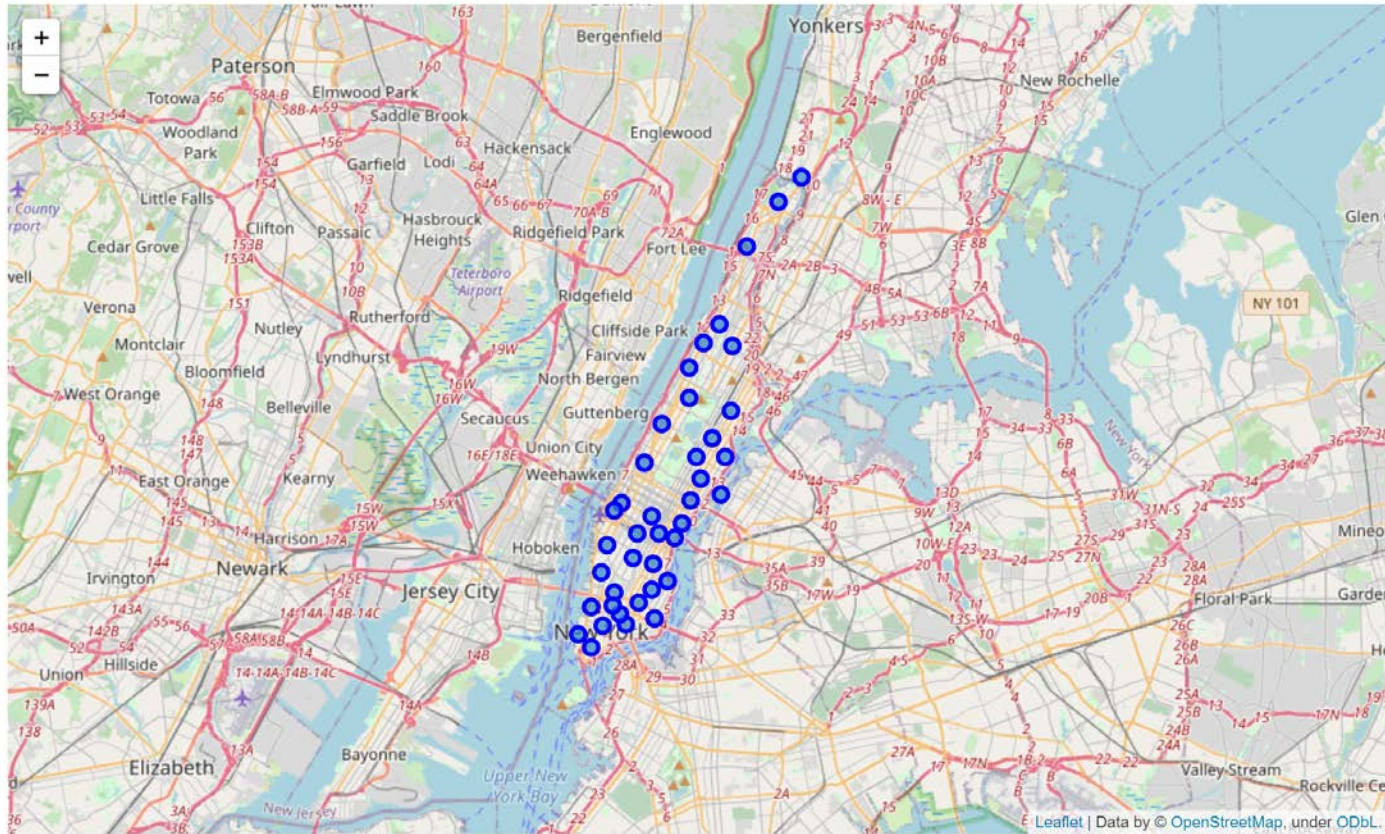


Where to open an Italian
restaurant in Manhattan?

Executive summary

- This project will look into the best neighbourhood in Manhattan to open an Italian restaurant.
- Assuming that the interest (or appetite if you will 😊) for an Italian restaurant is similar across Manhattan, and that this is a very popular type of restaurant, we'll use the data from Foursquare regarding the proportion of different types of restaurants for each neighbourhood and try to identify areas where an Italian restaurant could be open without saturating the market.
- First we'll analyze the TOP10 types of restaurant/food place for each neighbourhood and we'll focus on those areas where Italian restaurants are not in the TOP10.
- Results will show 2 potential areas (which are actually close to each other)

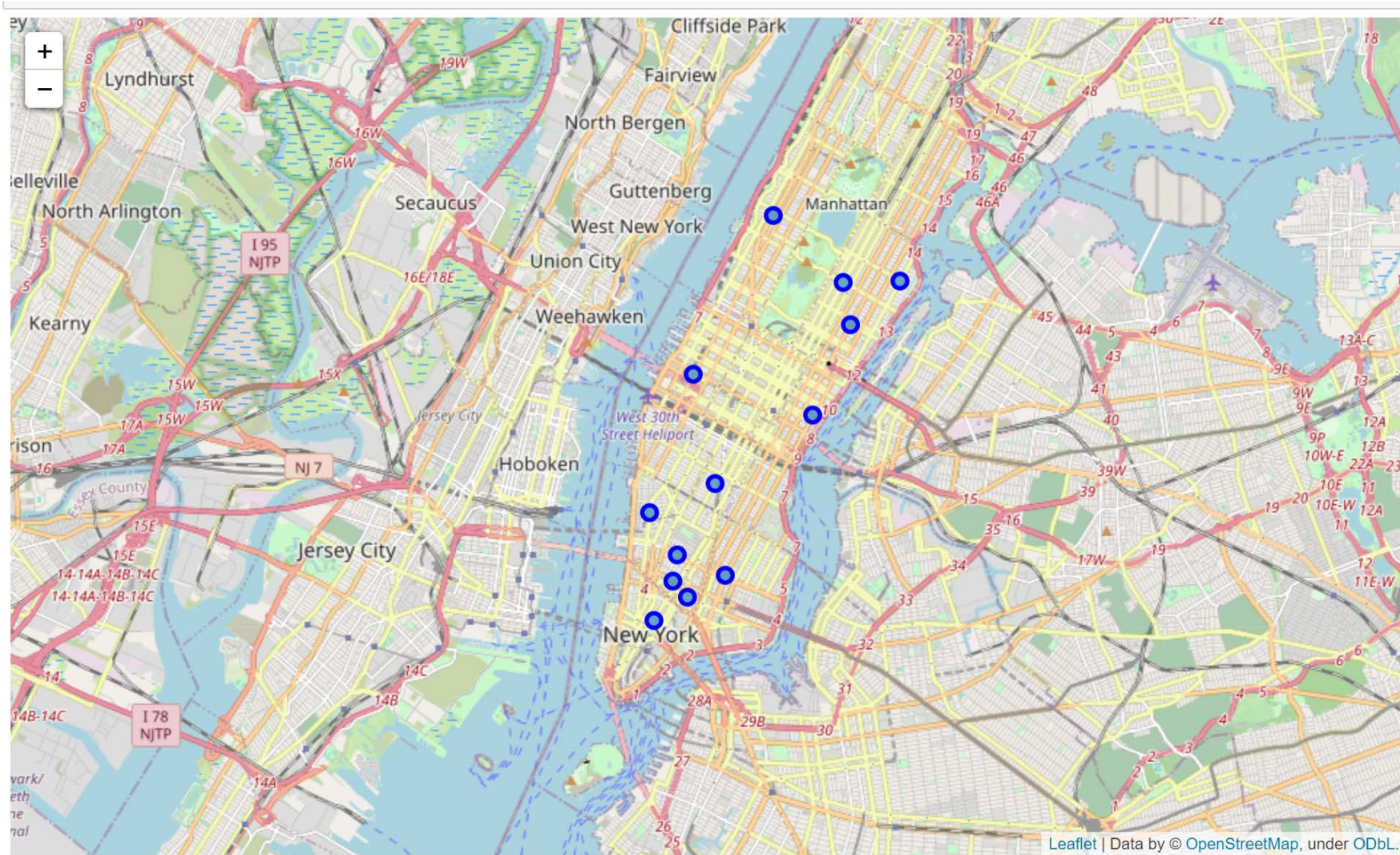
Manhattan neighbourhoods in the map



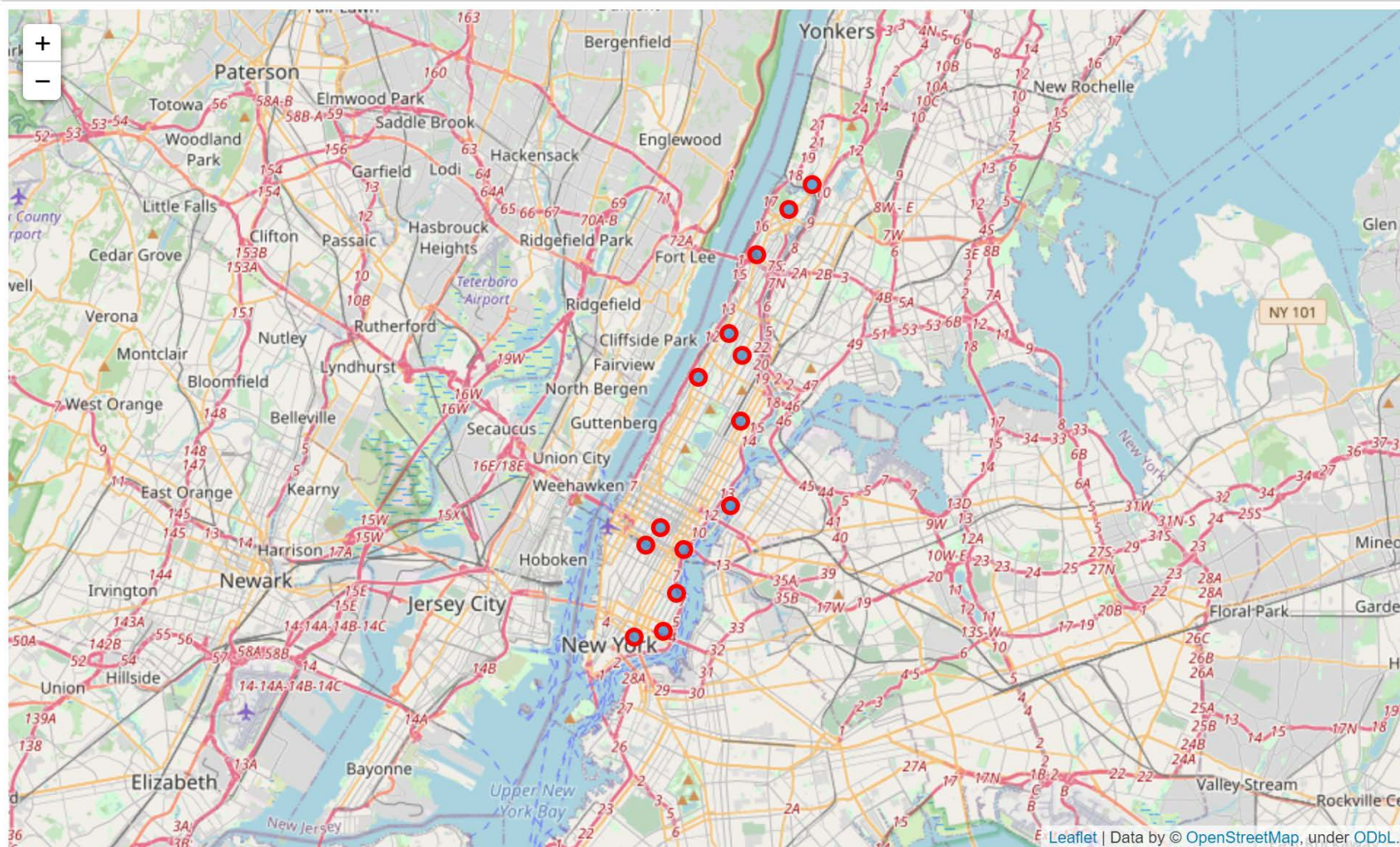
Top 10 most
common
restaurants
/ food
places per
neighbour-
hood

| | Neighbourhood | 1st Most Common Venue | 2nd Most Common Venue | 3rd Most Common Venue | 4th Most Common Venue | 5th Most Common Venue | 6th Most Common Venue | 7th Most Common Venue | 8th Most Common Venue | 9th Most Common Venue | 10th Most Common Venue |
|----|---------------------|-----------------------|-------------------------------|--------------------------|-----------------------|---------------------------------|---------------------------|-------------------------------|-----------------------|---------------------------|-------------------------------|
| 0 | Battery Park City | Pizza Place | Sandwich Place | Food Court | Chinese Restaurant | BBQ Joint | Burger Joint | Bistro | Donut Shop | Italian Restaurant | Seafood Restaurant |
| 1 | Carnegie Hill | Café | Pizza Place | Sushi Restaurant | Italian Restaurant | Bakery | Diner | French Restaurant | Restaurant | Taco Place | Vietnamese Restaurant |
| 2 | Central Harlem | Deli / Bodega | Fried Chicken Joint | African Restaurant | Pizza Place | Southern / Soul Food Restaurant | Caribbean Restaurant | Seafood Restaurant | Sandwich Place | American Restaurant | French Restaurant |
| 3 | Chelsea | Café | Bakery | French Restaurant | Pizza Place | American Restaurant | Mexican Restaurant | Japanese Restaurant | Italian Restaurant | Sandwich Place | Steakhouse |
| 4 | Chinatown | Chinese Restaurant | Bakery | Hotpot Restaurant | Dumpling Restaurant | Noodle House | Dim Sum Restaurant | Vegetarian / Vegan Restaurant | American Restaurant | Pizza Place | Mexican Restaurant |
| 5 | Civic Center | Italian Restaurant | American Restaurant | Sandwich Place | French Restaurant | Indian Restaurant | Bakery | Café | Deli / Bodega | Diner | Sushi Restaurant |
| 6 | Clinton | Italian Restaurant | Deli / Bodega | American Restaurant | Restaurant | Chinese Restaurant | Café | Sandwich Place | Thai Restaurant | Pizza Place | Food Court |
| 7 | East Harlem | Mexican Restaurant | Pizza Place | Bakery | Deli / Bodega | Café | Latin American Restaurant | Thai Restaurant | Donut Shop | Sandwich Place | Burger Joint |
| 8 | East Village | Pizza Place | Vegetarian / Vegan Restaurant | Mexican Restaurant | Vietnamese Restaurant | Korean Restaurant | Japanese Restaurant | Italian Restaurant | Sushi Restaurant | Seafood Restaurant | American Restaurant |
| 9 | Financial District | Sandwich Place | Italian Restaurant | Salad Place | Food Truck | Pizza Place | Mexican Restaurant | American Restaurant | Café | Restaurant | Steakhouse |
| 10 | Flatiron | Italian Restaurant | Café | American Restaurant | Mexican Restaurant | Mediterranean Restaurant | Japanese Restaurant | New American Restaurant | Pizza Place | Salad Place | Sushi Restaurant |
| 11 | Gramercy | Bagel Shop | Italian Restaurant | Mexican Restaurant | Diner | Pizza Place | Thai Restaurant | American Restaurant | Deli / Bodega | Sandwich Place | Café |
| 12 | Greenwich Village | Italian Restaurant | Sushi Restaurant | Café | Pizza Place | Sandwich Place | Indian Restaurant | American Restaurant | French Restaurant | Japanese Restaurant | Chinese Restaurant |
| 13 | Hamilton Heights | Pizza Place | Deli / Bodega | Mexican Restaurant | Café | Latin American Restaurant | Sandwich Place | Chinese Restaurant | Donut Shop | Bakery | Caribbean Restaurant |
| 14 | Hudson Yards | American Restaurant | Italian Restaurant | Café | Deli / Bodega | Thai Restaurant | Restaurant | Chinese Restaurant | Food Truck | Spanish Restaurant | Salad Place |
| 15 | Inwood | Restaurant | Pizza Place | Mexican Restaurant | Café | Bakery | Spanish Restaurant | Donut Shop | Diner | Latin American Restaurant | Deli / Bodega |
| 16 | Lenox Hill | Italian Restaurant | Sushi Restaurant | Pizza Place | Burger Joint | Deli / Bodega | Café | Chinese Restaurant | American Restaurant | Mexican Restaurant | Bakery |
| 17 | Lincoln Square | Café | Food Truck | Italian Restaurant | American Restaurant | French Restaurant | Pizza Place | Mexican Restaurant | Deli / Bodega | Food | Chinese Restaurant |
| 18 | Little Italy | Italian Restaurant | Chinese Restaurant | Bakery | Café | Mediterranean Restaurant | Pizza Place | Seafood Restaurant | Vietnamese Restaurant | French Restaurant | Sandwich Place |
| 19 | Lower East Side | Deli / Bodega | Chinese Restaurant | Pizza Place | Bakery | Café | Diner | Fried Chicken Joint | Sandwich Place | Mexican Restaurant | Ramen Restaurant |
| 20 | Manhattan Valley | Mexican Restaurant | Pizza Place | Indian Restaurant | Italian Restaurant | Deli / Bodega | Szechuan Restaurant | Thai Restaurant | Café | Noodle House | Cuban Restaurant |
| 21 | Manhattanville | Deli / Bodega | Chinese Restaurant | Mexican Restaurant | Seafood Restaurant | Fried Chicken Joint | Sushi Restaurant | Food Truck | Italian Restaurant | Sandwich Place | Cuban Restaurant |
| 22 | Marble Hill | Deli / Bodega | American Restaurant | Sandwich Place | Bakery | Diner | Pizza Place | Seafood Restaurant | Snack Place | Food | Steakhouse |
| 23 | Midtown | American Restaurant | Japanese Restaurant | Sandwich Place | Steakhouse | Burger Joint | Café | French Restaurant | Sushi Restaurant | Bakery | Cuban Restaurant |
| 24 | Midtown South | Korean Restaurant | Bakery | Japanese Restaurant | Salad Place | American Restaurant | Café | New American Restaurant | Burger Joint | Ramen Restaurant | Vegetarian / Vegan Restaurant |
| 25 | Morningside Heights | Café | Deli / Bodega | Food Truck | Burger Joint | Pizza Place | American Restaurant | Sandwich Place | Chinese Restaurant | Mexican Restaurant | Indian Restaurant |
| 26 | Murray Hill | Japanese Restaurant | American Restaurant | Sandwich Place | Deli / Bodega | Burger Joint | Taco Place | Italian Restaurant | Pizza Place | Salad Place | Mediterranean Restaurant |
| 27 | Noho | Italian Restaurant | Japanese Restaurant | Pizza Place | Mexican Restaurant | Sushi Restaurant | Café | French Restaurant | Bakery | Sandwich Place | Asian Restaurant |
| 28 | Roosevelt Island | Deli / Bodega | Japanese Restaurant | Sandwich Place | Noodle House | Food | Chinese Restaurant | Greek Restaurant | Café | Kosher Restaurant | Pizza Place |
| 29 | Soho | Italian Restaurant | Café | French Restaurant | Bakery | Sandwich Place | Mediterranean Restaurant | American Restaurant | Seafood Restaurant | Asian Restaurant | Pizza Place |
| 30 | Stuyvesant Town | Deli / Bodega | Sandwich Place | German Restaurant | Bistro | Wings Joint | Filipino Restaurant | Food Truck | Food Court | Food | Falafel Restaurant |
| 31 | Sutton Place | Pizza Place | Italian Restaurant | Bagel Shop | American Restaurant | Asian Restaurant | Burger Joint | Mediterranean Restaurant | Indian Restaurant | Food Truck | Restaurant |
| 32 | Tribeca | American Restaurant | Italian Restaurant | Café | Deli / Bodega | Burger Joint | Sandwich Place | Greek Restaurant | Bakery | Pizza Place | Poke Place |
| 33 | Tudor City | Deli / Bodega | Café | Mexican Restaurant | Pizza Place | Sushi Restaurant | Greek Restaurant | Diner | American Restaurant | Asian Restaurant | Restaurant |
| 34 | Turtle Bay | Italian Restaurant | Steakhouse | Café | Deli / Bodega | Japanese Restaurant | Pizza Place | Sushi Restaurant | Ramen Restaurant | Asian Restaurant | Sandwich Place |
| 35 | Upper East Side | Italian Restaurant | American Restaurant | French Restaurant | Pizza Place | Diner | Bakery | Sushi Restaurant | Burger Joint | Mexican Restaurant | Sandwich Place |
| 36 | Upper West Side | Italian Restaurant | Bakery | Mediterranean Restaurant | Café | Restaurant | Sushi Restaurant | Pizza Place | Indian Restaurant | American Restaurant | French Restaurant |
| 37 | Washington Heights | Pizza Place | Chinese Restaurant | Café | Mexican Restaurant | Deli / Bodega | Bakery | Latin American Restaurant | Food Truck | Spanish Restaurant | Restaurant |
| 38 | West Village | Italian Restaurant | American Restaurant | New American Restaurant | French Restaurant | Indian Restaurant | Pizza Place | Seafood Restaurant | Café | Mexican Restaurant | Chinese Restaurant |
| 39 | Yorkville | Italian Restaurant | Deli / Bodega | Pizza Place | Sushi Restaurant | Mexican Restaurant | Japanese Restaurant | Diner | Bakery | Donut Shop | Chinese Restaurant |

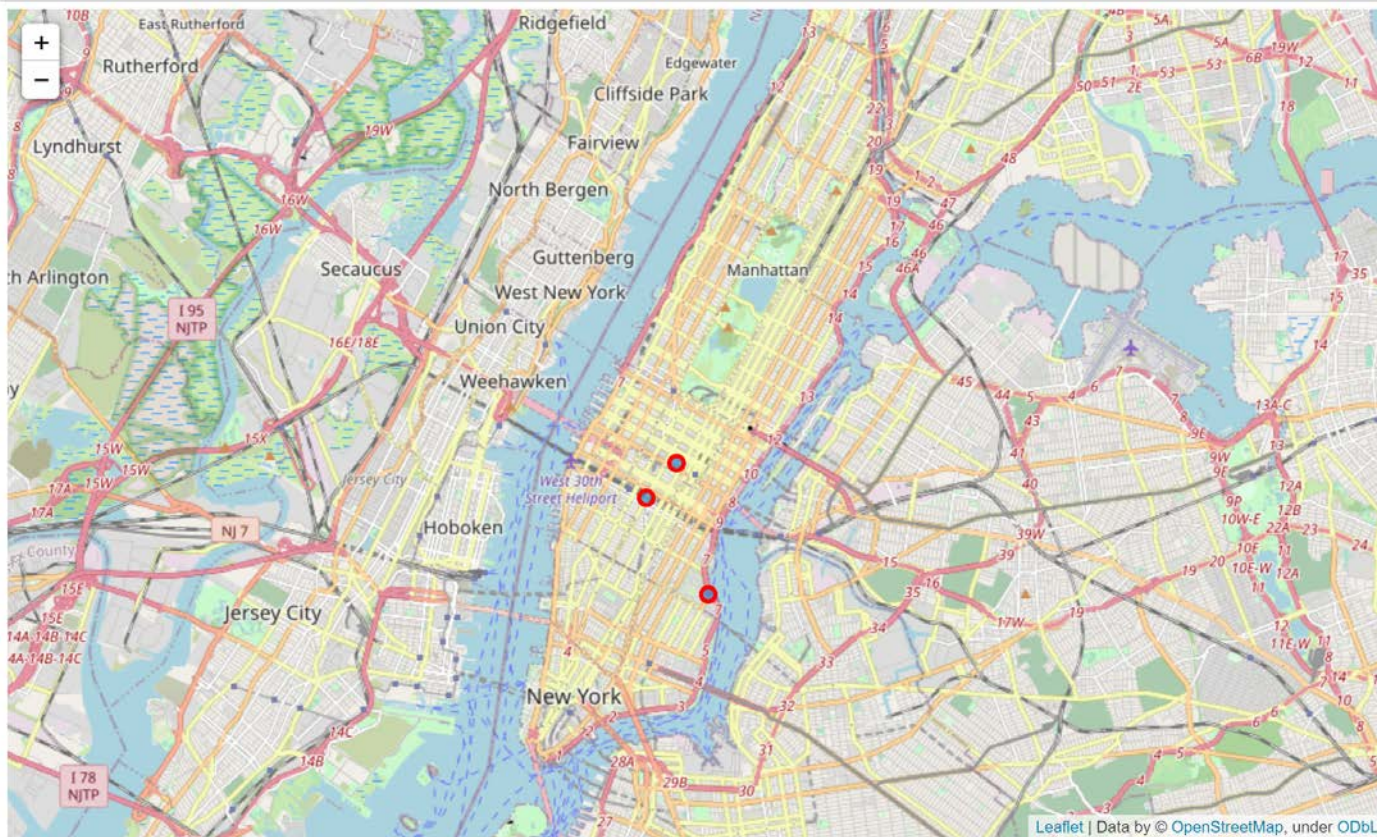
In 13 neighbourhoods (out of 40), Italian restaurants are the most common restaurant type



While in 14 neighbourhoods, Italian restaurants do not appear in the TOP10



Looking at these 14 neighbourhoods, most of them still have “pizza place” in the TOP10, so if we remove those, we reach 3 areas, as below



CONCLUSION:

Knowing that the neighbourhood of Stuyvesant Town (bottom right) only got 5 restaurants in Foursquare (showing a potential lack of demand), the neighbourhoods of **Midtown** and **Midtown South** look the most attractive to open an Italian restaurant in Manhattan