Introduction

This business case investigates how profitable will be the opening of a new Asian restaurant in New York.

Data used

In order to analyse the market, the business case is utilising data from the NYU Spatial Data Repository (https://geo.nyu.edu/catalog/nyu_2451_34572). The problem investigates 5 boroughs and 306 neighborhoods in order to segement the neighborhoods and explore them. The dataset contains the 5 boroughs and the neighborhoods that exist in each borough as well as the the latitude and logitude coordinates of each neighborhood.

In this way, we will measure the number of Asian restaurants each neighbourhood, as well as the Indian population in each of them.

Methodology

In order to complement the Foursquare data, I used a second database from Kaggel regarding the New York population (https://www.kaggle.com/new-york-city/new-york-city-population).

In addition, data was downloaded or scraped from multiple sources were combined into one table. There were a lot of missing values from earlier some neighbours, so this is why I cleaned the data and decided to investigate only 5 boroughs.
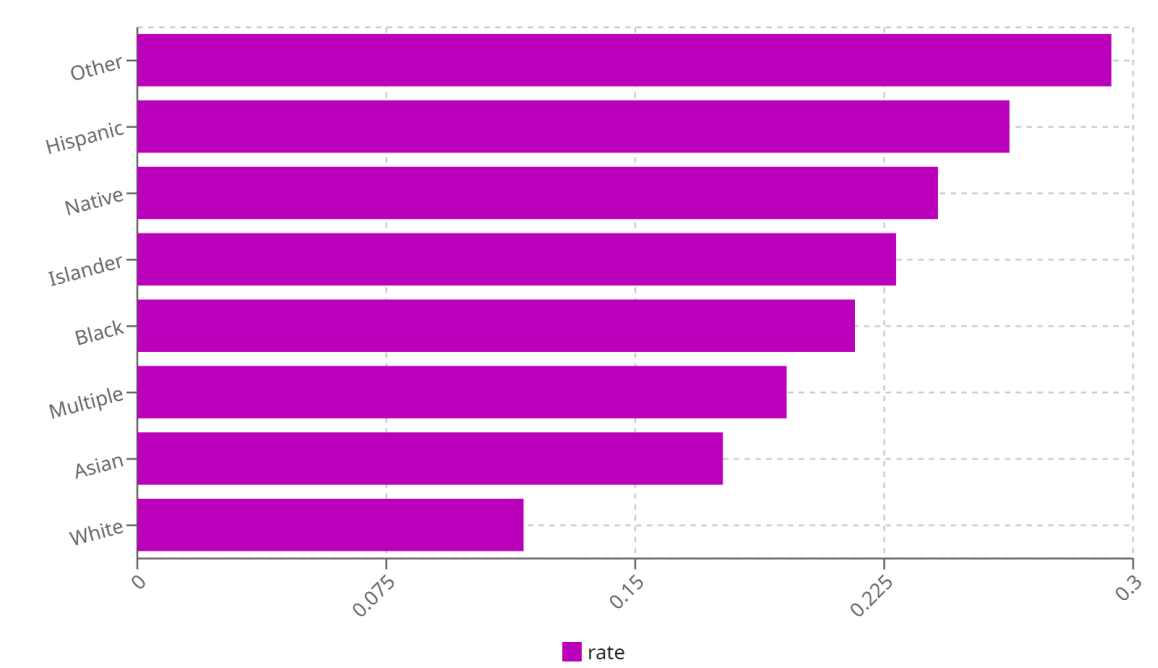
Results

Population by Race ❓

| | Total | Hispanic | Non-Hispanic |

Race	Population ▾	Percentage
White	3,603,057	42.67%
Black or African American	2,049,418	24.27%
Some Other Race	1,277,050	15.12%
Asian	1,177,700	13.95%
Two or More Races	296,074	3.51%
American Indian and Alaska Native	36,075	0.43%
Native Hawaiian and Other Pacific Islander	4,339	0.05%

Race

White ■ Black or African American ■ American Indian and Alaska Native ■ Asian ■ Native Hawaiian and Other Pacific Islander ■ Some Other Race ■ Two or More Races
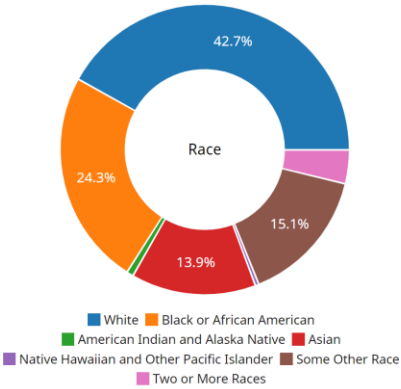
New York City Poverty by Race

rate

Conslusion