Finding the right neighborhood for opening an Italian restaurant in New York

Problem description:

Finding the right neighborhood for opening an Italian restaurant in New York city. This process is a critical success factor and one of the biggest concerns of the owner.

Discussion:

For finding a good neighborhood it is key to make insight neighborhood data available (through data analyses), so we can have a better picture of our target customer and -neighborhood features (venues, services etc.). This helps us to make an informed decision for pointing a location of our choice and it helps to maximize profit.

Project requirements owner:

- The borough should have the highest population density of NYC.
  - Manhattan has the highest density per sqr mile
    - Ref. Wikipedia:https://en.wikipedia.org/wiki/Manhattan
- Low competition from other Italian restaurants in the area
- Near to a park (take away traffic)
- High level of venues in the surrounding

The data Sources.

Following the problem statement, first we need the data about New York and the different neighborhoods in the city. Next we need the data about the venues in the various neighborhoods, this can be obtained by using the Foursquare API.

List of the datasets needed to solve the problem.

1. https://en.wikipedia.org/wiki/List_of_Manhattan_neighborhoods#Midtown_neighborhoods

This is a link to the Wikipedia page that has information on the city of New York and the different neighborhoods. This data should be collected (web scraping) and written into a data table, so it can be used for data analyzing.

2. Foursquare Developers Access to venue data: https://foursquare.com/

The Foursquare API will provide information about the venues in the various neighborhoods which then can be used for analyzing.