



LOCATING A NEW JAPANESE RESTAURANT IN NEW YORK CITY

Applied Data Science Capstone by IBM

Capstone Project - The Battle of Neighborhoods (Week 2)

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Business Problem

The objective of this project is to gathering data, analyze and find the optimized locations in the city of New York to establish a new Japanese restaurant, Using Data Science methodologies and instructions such as Data Analysis and Visualization



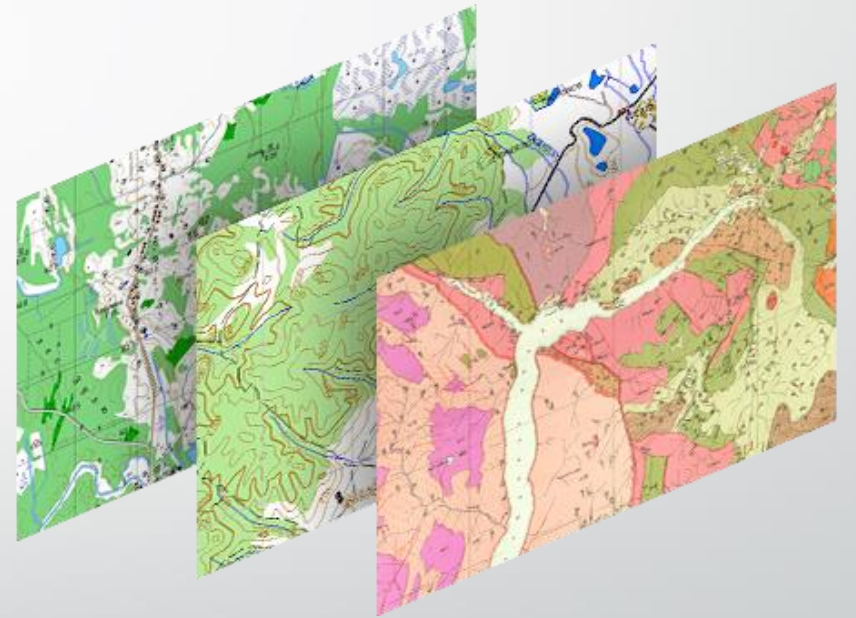
Data

Data required

- ❖ List of borough and neighborhoods of New York
- ❖ Latitude and longitude coordinates of those neighborhoods
- ❖ Venue data, particularly data related to restaurants

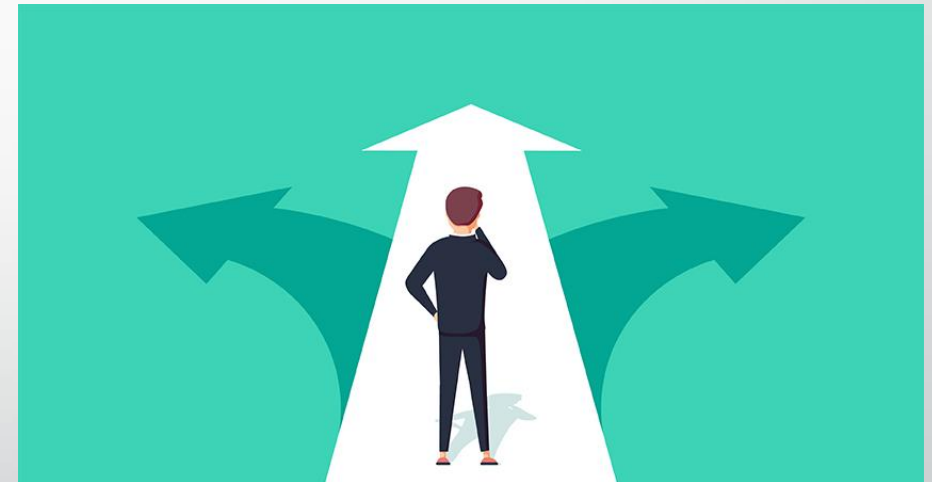
Sources of data

- ❖ Dataset of New York: https://cocl.us/new_york_dataset
- ❖ Geocoder package for latitude and longitude coordinates
- ❖ Foursquare API for venue data



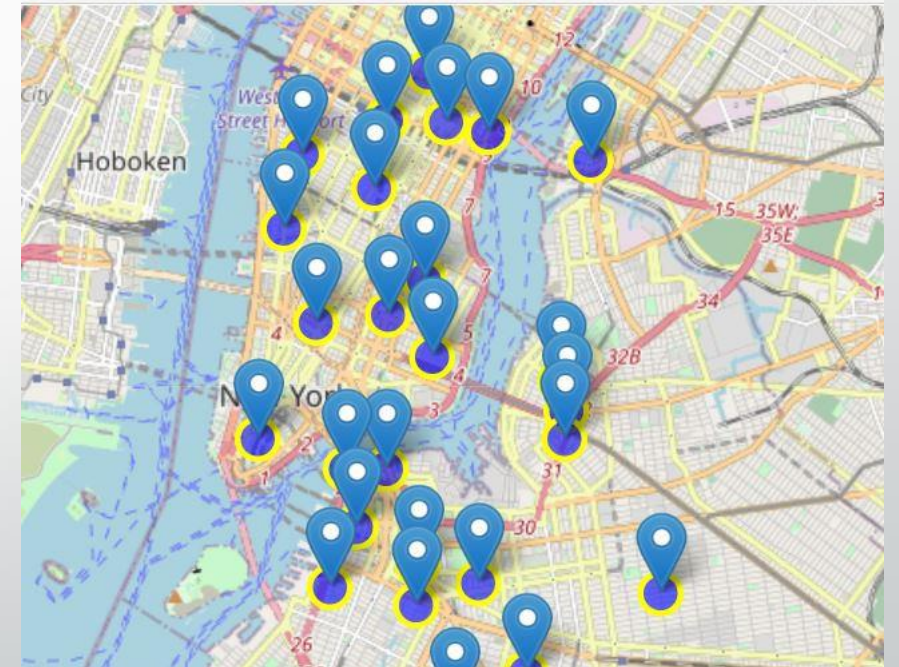
Methodology

- ❖ Collecting data from https://cocl.us/new_york_dataset Clean and process the data into a data frame
- ❖ Using Foursquare, locate all venues and then filter by Japanese restaurants. Ratings, tips, and likes by users will be counted and added to the data frame
- ❖ Sort the data based on rankings
- ❖ Visually assess the data be will be using graphing from Python libraries



Results

- ❖ Manhattan has the highest number of Japanese restaurants comparing to the other boroughs
- ❖ Manhattan has the highest average rating for Japanese Restaurants
- ❖ Two neighborhoods with the highest average rating for Japanese Restaurants are East Village and Cobble Hill



Discussion

- ❖ Based on the results of our analysis, Manhattan and Brooklyn are the best locations for Japanese cuisine in NYC
- ❖ Brooklyn is a more promising place to open a new Japanese restaurant
- ❖ Neighborhoods Cobble Hill or in North Side are the best place in Brooklyn to open a new Japanese restaurant



Conclusion

- ❖ Answer to business question: Where is an optimized location in the New York City, that a financier should open a Japanese Restaurant?
- ❖ Best rated Japanese Restaurant in NYC is East Village Restaurant in Manhattan.
- ❖ The findings of this project may be used in real life to better understand the advantages and disadvantages of different New York neighborhoods/boroughs in terms of opening a Japanese restaurant.

