

The Battle of Neighborhoods

Choice of Location for Asian Restaurants in New York City

1. Introduction & Business Problem

- New York city is famous for its diversity and for that matter diverse cultural cuisine.
- This makes restaurant business extremely competitive.
- Hence, to start one, a good amount of planning and analysis is required.

1. Introduction & Business Problem (cont'd)

- The problem is to determine the best location to start a new Asian restaurant.
- we explore all neighborhoods analyzing factors such as that help decide the location using clustering and segmentation techniques.

2. Data

Data used was acquired from 3 sources:

- Data I

New York City Neighborhood data which has a total of 5 boroughs and 306 neighborhoods and, latitude and longitude coordinates of each neighborhood.

Data source: https://cocl.us/new_york_dataset. This dataset contains all required information for our analysis which would be merged with the below data

- Date II

Asian restaurants in each neighborhood of New York city. Data source: Foursquare API Description: By using this API we will get all the venues in each neighborhood. We can filter these venues to get only Indian restaurants.

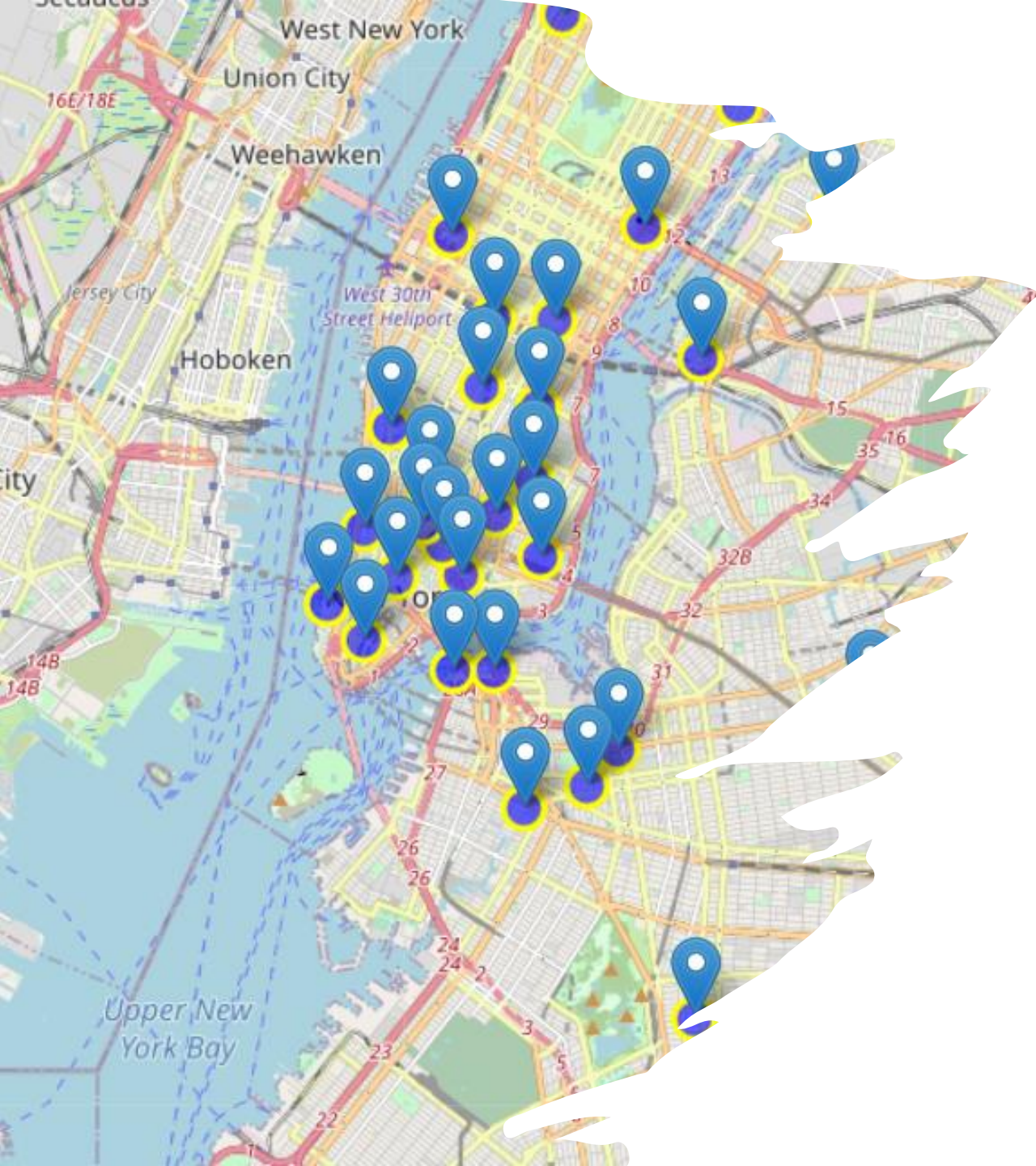
- Data III

Geospatial data: <https://data.cityofnewyork.us/City-Government/Borough-Boundaries/tqmj-j8zm> Description:

By using this geo space data we will get the New York Borough boundaries that will help us visualize choropleth map.

3. Methodology

- The 3 dataset described in section 2 above were imported, cleaned and prepared.
- This involve merging the three datasets to get one master dataset for the analysis.
- I used Geocoder and Foursquare API tools to get the location data and it's details like latitude, longitude, and venue.
- The ratings of all restaurants in the selected New York neighborhods is analyzed to determine the best neighborhoods to locate a new Asian restaurant.



4. Results/Conclusion

- Manhattan and Queens have the best rated Asian restaurants on average. Bronx and Queens also have some strong ratings in general.
- On top of the strong ratings, Manhattan and Queens have the neighborhoods with the most Asian Restaurants, despite having the least number of neighborhoods
- Based on this information, the results show that Manhattan is the best location for Asian restaurant in NYC.