



# FINDING A SUITABLE NEW RESTAURANT LOCATION IN MANHATTAN

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# Introduction/Business Problem

- ❖ According to the *World Population Review* 2019: Manhattan is the most densely populated of the five boroughs in New York
- ❖ Being heart to several iconic locations such as the Time Square, NASDAQ, the New York Stock Exchange and Wall Street, it is one of the commercial, financial and cultural centers in the world.
- ❖ This project aims to find a suitable location for the new restaurant.

# Data Acquisition and Preparation

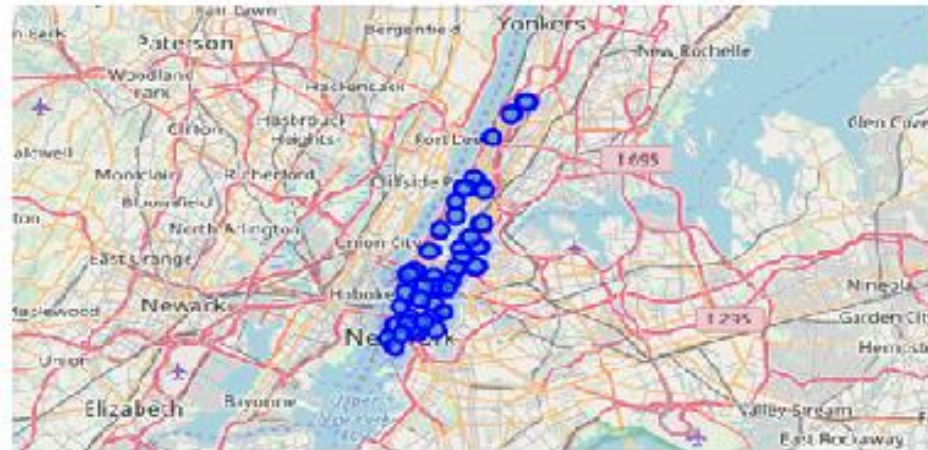
❖ The two main sources of data include:

- ✓ New York location data freely available on [https://geo.nyu.edu/catalog/nyu\\_2451\\_34572](https://geo.nyu.edu/catalog/nyu_2451_34572)
- ✓ Foursquare API

An extract of the pandas data frame obtained using freely available NY location data

	Borough	Neighborhood	Latitude	Longitude
0	Manhattan	Marble Hill	40.876551	-73.910660
1	Manhattan	Chinatown	40.715618	-73.994279
2	Manhattan	Washington Heights	40.851903	-73.936900
3	Manhattan	Inwood	40.867684	-73.921210
4	Manhattan	Hamilton Heights	40.823604	-73.949688
5	Manhattan	Manhattanville	40.816934	-73.957385
6	Manhattan	Central Harlem	40.815976	-73.943211

Visualization of the Neighborhoods of Manhattan using Folium



# Data Acquisition and Preparation (cont)

Extract of the processed Foursquare data on the 5 most common venues for each neighbourhood

	Neighborhood	1st Most Common Venue	2nd Most Common Venue	3rd Most Common Venue	4th Most Common Venue	5th Most Common Venue
0	Battery Park City	Park	Coffee Shop	Memorial Site	BBQ Joint	Food Court
1	Carnegie Hill	Pizza Place	Bookstore	Coffee Shop	Spa	Italian Restaurant
2	Central Harlem	African Restaurant	Gym / Fitness Center	American Restaurant	Bar	Public Art
3	Chelsea	Ice Cream Shop	Hotel	Nightclub	Cupcake Shop	Seafood Restaurant
4	Chinatown	Chinese Restaurant	Salon / Barbershop	Spa	Sandwich Place	Cocktail Bar



# Data Analysis

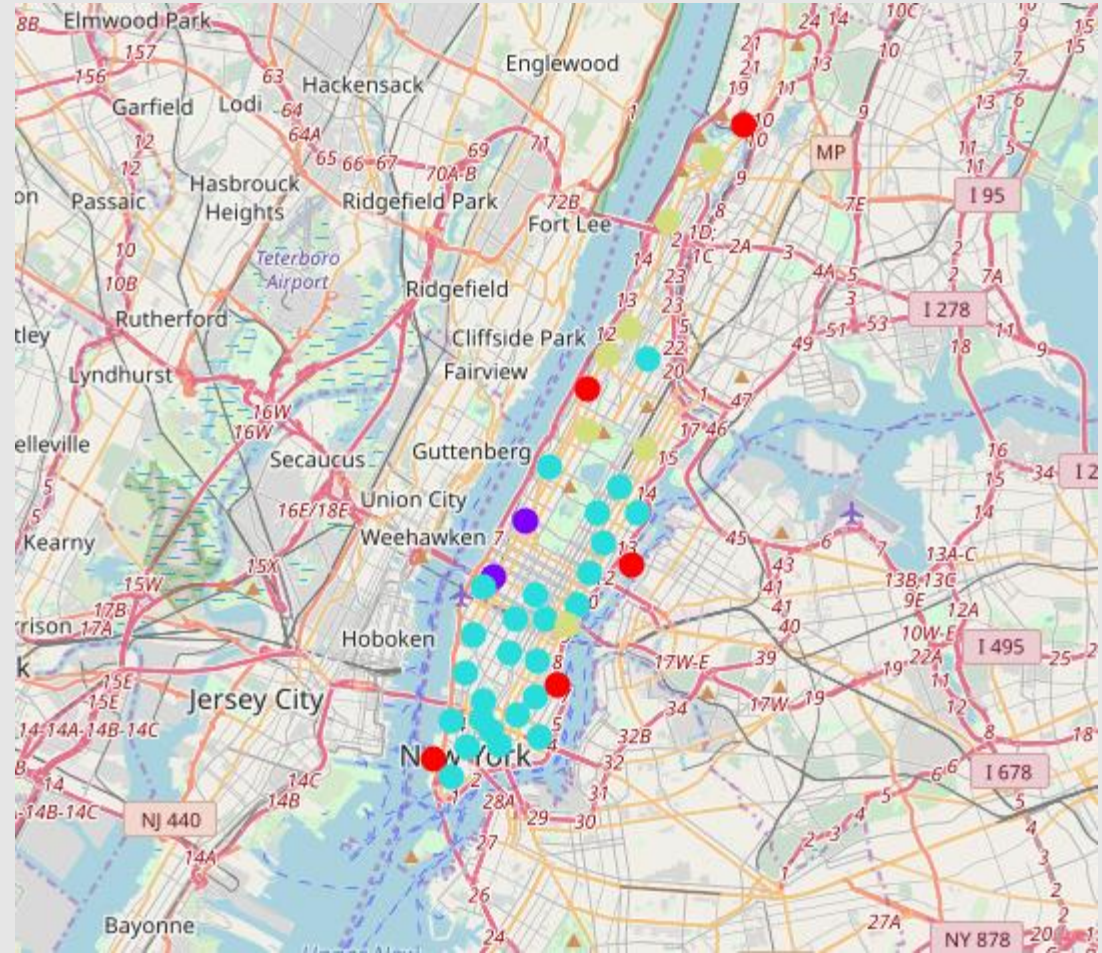
The visual results of k-means clustering ( $k=4$ ) analysis based on the venue frequencies of Manhattan neighbourhoods are as follows.

Cluster 1 – Red

Cluster 2 – Purple

Cluster 3 – Light Blue

Cluster 4 – Light Yellow



# Results

The venue frequency data for the four clusters are as follows:

## Cluster 1 (red circles)

	Neighborhood	1st Most Common Venue	2nd Most Common Venue	3rd Most Common Venue	4th Most Common Venue	5th Most Common Venue
0	Marble Hill	Sandwich Place	Coffee Shop	Yoga Studio	Clothing Store	Seafood Restaurant
11	Roosevelt Island	Park	Deli / Bodega	Coffee Shop	Sandwich Place	Noodle House
26	Morningside Heights	Bookstore	American Restaurant	Coffee Shop	Park	Tennis Court
28	Battery Park City	Park	Coffee Shop	Memorial Site	BBQ Joint	Food Court
37	Stuyvesant Town	Park	Boat or Ferry	Bar	Playground	Cocktail Bar

## Cluster 2 (purple circles)

	Neighborhood	1st Most Common Venue	2nd Most Common Venue	3rd Most Common Venue	4th Most Common Venue	5th Most Common Venue
13	Lincoln Square	Theater	Concert Hall	Plaza	Indie Movie Theater	Opera House
14	Clinton	Theater	Gym / Fitness Center	Wine Shop	Indie Theater	Lounge

# Results (cont)

## Cluster 3 (light blue circles)

	Neighborhood	1st Most Common Venue	2nd Most Common Venue	3rd Most Common Venue	4th Most Common Venue	5th Most Common Venue
1	Chinatown	Chinese Restaurant	Salon / Barbershop	Spa	Sandwich Place	Cocktail Bar
6	Central Harlem	African Restaurant	Gym / Fitness Center	American Restaurant	Bar	Public Art
8	Upper East Side	Italian Restaurant	Hotel	Boutique	Bakery	American Restaurant
9	Yorkville	Italian Restaurant	Gym	Deli / Bodega	Coffee Shop	Café
10	Lenox Hill	Burger Joint	Gym	Gym / Fitness Center	Bakery	Turkish Restaurant
12	Upper West Side	Seafood Restaurant	Bakery	Cosmetics Shop	Italian Restaurant	Bar
15	Midtown	Clothing Store	Sporting Goods Shop	Bookstore	Cocktail Bar	Coffee Shop
16	Murray Hill	Hotel	Japanese Restaurant	Coffee Shop	Burger Joint	Italian Restaurant
17	Chelsea	Ice Cream Shop	Hotel	Nightclub	Cupcake Shop	Seafood Restaurant
18	Greenwich Village	Italian Restaurant	Sushi Restaurant	Café	Cosmetics Shop	Clothing Store
19	East Village	Pizza Place	Bar	Coffee Shop	Vietnamese Restaurant	Dessert Shop

# Results (cont)

## Cluster 4 (light yellow circles)

	Neighborhood	1st Most Common Venue	2nd Most Common Venue	3rd Most Common Venue	4th Most Common Venue	5th Most Common Venue
2	Washington Heights	Café	Coffee Shop	Mobile Phone Shop	Wine Shop	Bakery
3	Inwood	Café	Mexican Restaurant	Pizza Place	American Restaurant	Park
4	Hamilton Heights	Café	Mexican Restaurant	Coffee Shop	Yoga Studio	Sushi Restaurant
5	Manhattanville	Coffee Shop	Italian Restaurant	Mexican Restaurant	Seafood Restaurant	Sushi Restaurant
7	East Harlem	Mexican Restaurant	Bakery	Deli / Bodega	Latin American Restaurant	Thai Restaurant
25	Manhattan Valley	Indian Restaurant	Coffee Shop	Pizza Place	Playground	Bar
36	Tudor City	Park	Deli / Bodega	Mexican Restaurant	Café	Thai Restaurant



# Conclusion

From the above tabulations, it is evident that the two neighborhoods **Lincoln Square and Clinton** (in cluster 2) provide the ideal locations for a new restaurant, mainly **due to the ample availability in leisure activity locations** such as theatres (after visiting which, people are highly likely to dine outside), and **due to the lowest competition from other restaurants.**