



Maximize profitability
in opening restaurant
in New York City

Introduction to Business Problem



To provide business solution to ABC Company
to open restaurants in New York City



This is done by maximizing profitability to
suggest locations in neighborhood of Borough
of New York City for Saturated Market,
Untapped Market and popular cuisines in
Borough of New York City

Data Collection and Cleaning

URL (https://cocl.us/new_york_dataset) was used to get location of each neighborhood in borough of New York City

Web Scrapping of Wikipedia Page (https://en.wikipedia.org/wiki/Cuisine_of_New_York_City) was used to get popular cuisine in neighborhood in borough of New York City

Methodology



Restaurants in the neighborhood of borough of New York City was explored.



Foursquare API was used to get Restaurant Venue and URL (https://cocl.us/new_york_dataset) was used to get location of each neighborhood.



Saturated Market and Untapped Market was checked in the neighborhood by doing clustering and visualizing the neighborhood in Map.



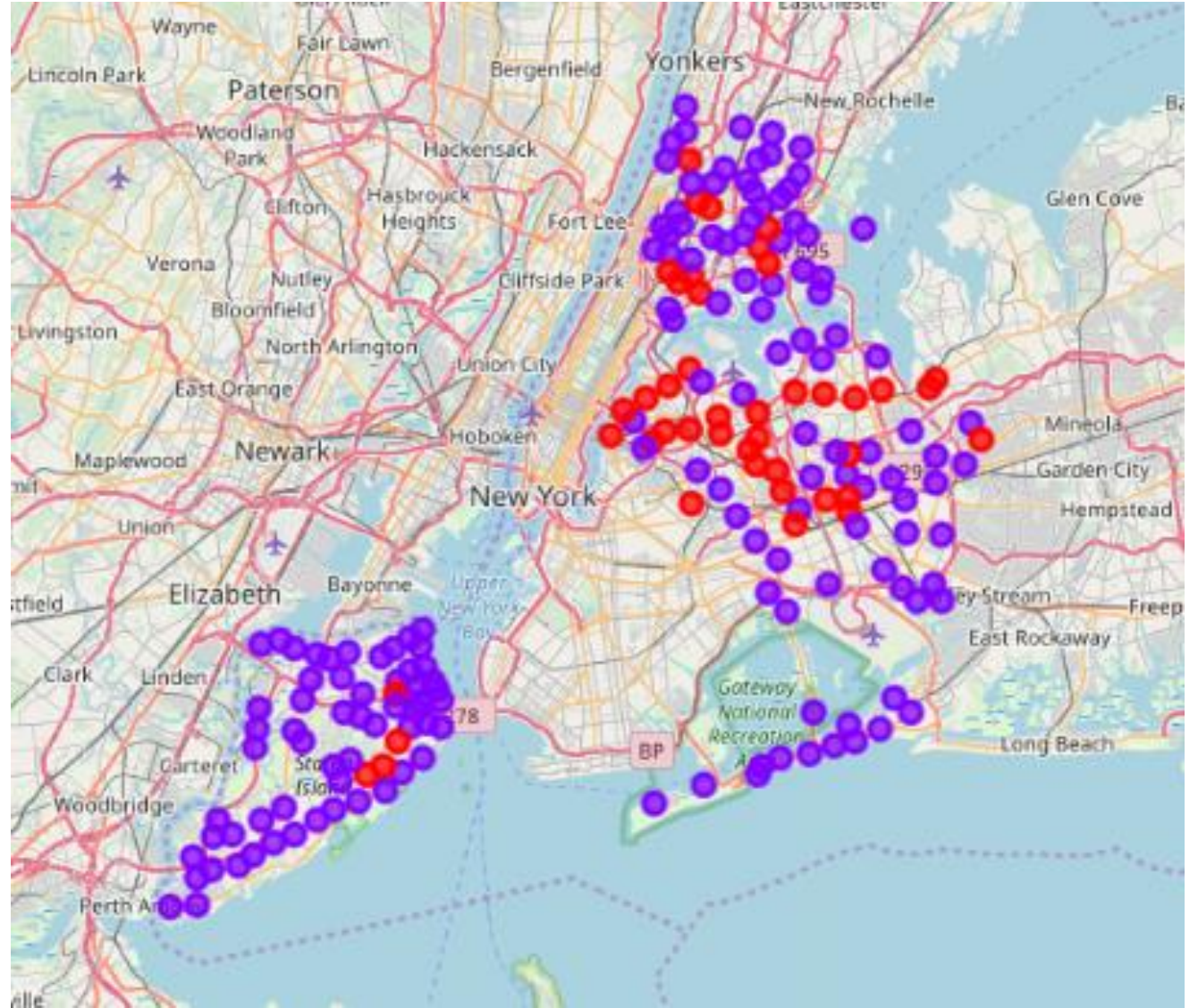
Popular cuisine in neighborhood of borough of New York City was explored by Web Scrapping of Wikipedia Page (https://en.wikipedia.org/wiki/Cuisine_of_New_York_City) visualizing



Popular cuisines was visualized by Word Cloud

Results: Saturated and Untapped Location

- In the map, purple points denote untapped location and red points denote saturated location for opening new restaurant in neighborhood of Boroughs viz. The Bronx, Queens and Staten Island in the New York City.



Results: Word Cloud of cuisines of Manhattan

By observing Word Cloud of cuisines of Manhattan, top 3 preferred cuisines of Manhattan:

- Italian
- Chinese
- Puerto Rican



Results: Word Cloud of cuisines of Brooklyn

- By observing Word Cloud of cuisines of Brooklyn, top 3 preferred cuisines of Brooklyn:
- Italian
- Puerto Rican
- Mexican



Results: Word Cloud of cuisines of The Bronx

- By observing Word Cloud of cuisines of The Bronx, top 3 preferred cuisines of The Bronx:
- Italian
- Puerto Rican
- Dominican



Discussion

We can provide solution by suggesting them to open restaurant in the neighborhood like 'Wakefield', 'Co-op City', 'Eastchester', 'Fieldston', 'Riverdale', 'Woodlawn', 'Norwood', 'Williamsbridge', 'Baychester', 'Pelham Parkway', 'City Island', 'Bedford Park', 'University Heights', 'Morris Heights', 'East Tremont', 'West Farms', 'High Bridge', 'Mott Haven', 'Port Morris', 'Hunts Point', 'Morrisania', 'Soundview', 'Clason Point', 'Throgs Neck', 'Country Club', 'Westchester Square', 'Van Nest', 'Spuyten Duyvil', 'North Riverdale', 'Pelham Bay', 'Schuylerville', 'Edgewater Park', 'Castle Hill', 'Olinville', 'Pelham Gardens', 'Concourse', 'Edenwald', 'Claremont Village', 'Mount Eden', 'Mount Hope', 'Bronxdale', 'Allerton', 'Kingsbridge Heights' instead of neighborhood like 'Kingsbridge', 'Fordham', 'Melrose', 'Longwood', 'Parkchester', 'Morris Park', 'Belmont', 'Unionport', 'Concourse Village' and to have Italian, Puerto Rican, Dominican as top cuisines in those restaurants.

Conclusion

With such observation we can provide solution to ABC Company to open restaurant in the given location of untapped market and have preferred cuisine in the restaurant accordingly

Thank You!!
