Where to open a Chinese food restaurant in New York City?

Applied Data Science Capstone, Coursera

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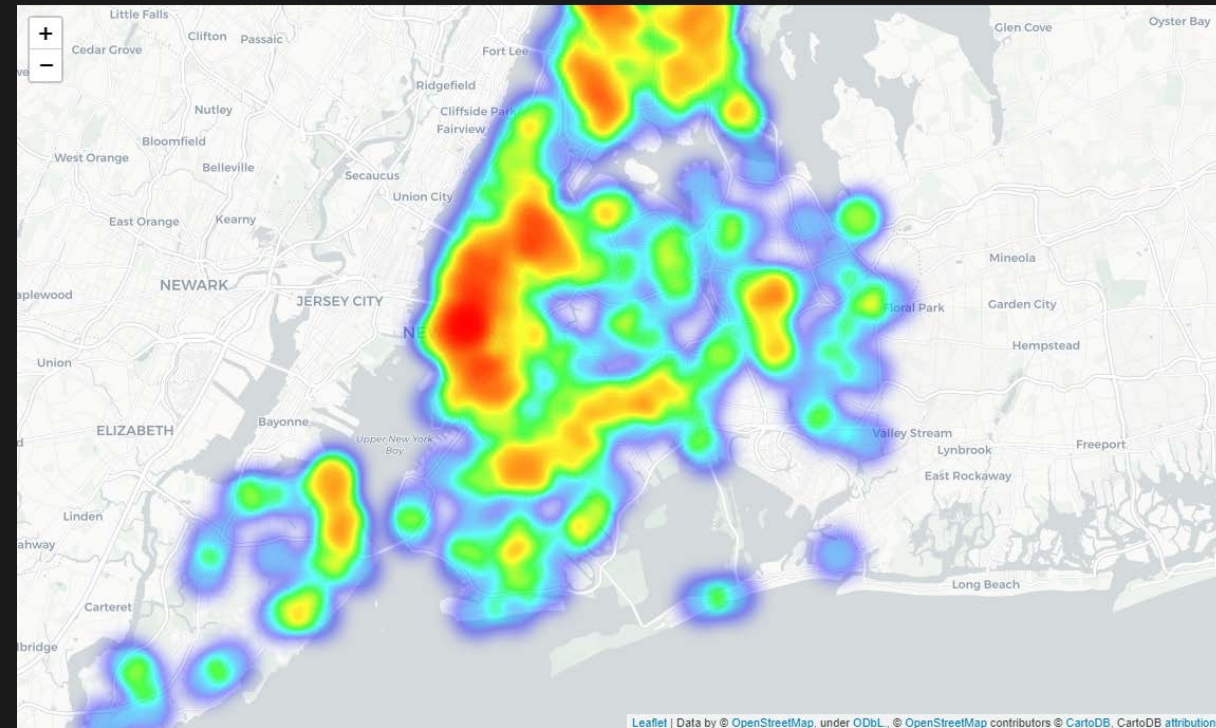- Methodology
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Introduction

- New York City is the most populous city in the Unites States with an estimated (2018) population of 8,4 million. The city is a vibrant metropolis with immigrants from all over the world living and working in the city, and also bringing some of their culture with them.

- We will take a look at Chinese restaurants. In particular we will conduct an analysis trying to discover the following:
  - how many Chinese restaurants are there in the NYC in the city?
  - where are these restaurants located?
  - using heat-map check which borough has the lowest density of Chinese restaurants?
  - what neighbourhoods have the lowest number of Chinese restaurants?
  - would these neighbourhoods be interesting locations to open a Chinese restaurant?

Data

- To conduct the analysis and solve the business problem different sources of data will be analysed and used:
  - New York City open data website: https://opendata.cityofnewyork.us/
  - Data which contains a list of NYC boroughs, along with their longitude, latitude boundaries available at: https://data.cityofnewyork.us/City-Government/Borough-Boundaries/tqmj-j8zm   and
  - oursquare list of Chinese restaurants. By using this API I will get all venues in every neighbourhood and further explore which of these are Chinese restaurants
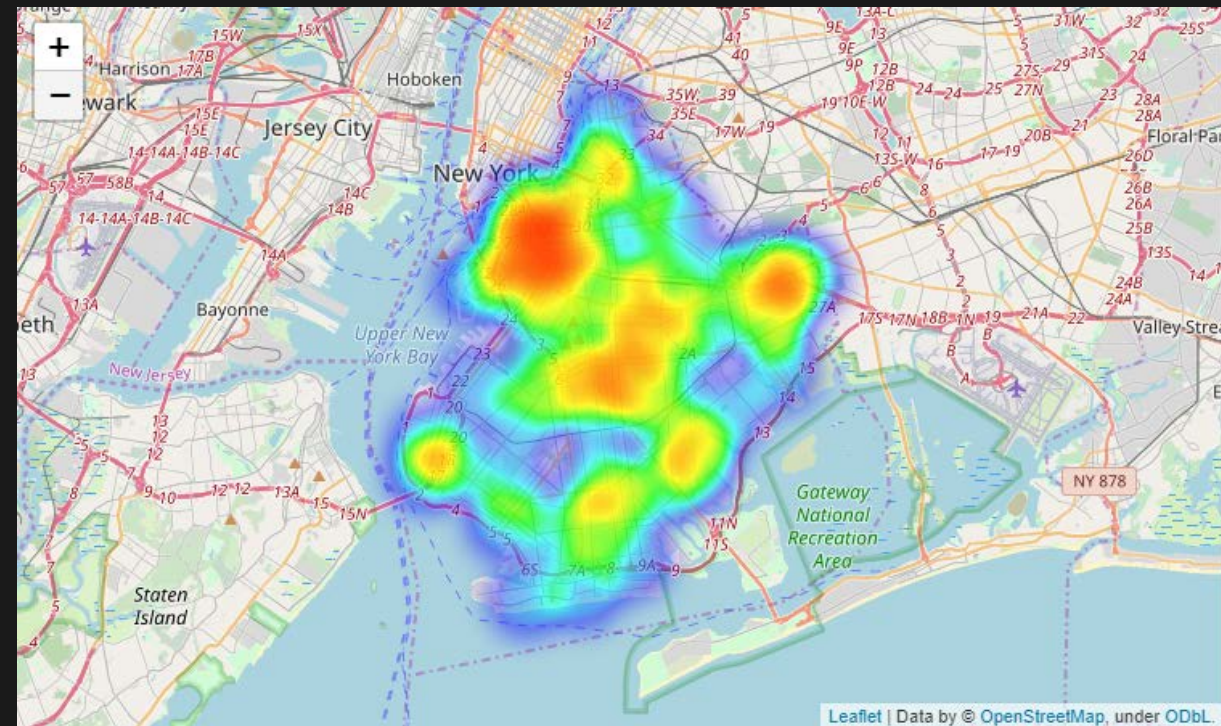
Methodology

- The heatmap was created in order to detect 'pockets' with lower concentration of Chinese restaurants in the NYC. The results are shown in the Picture 2 below.
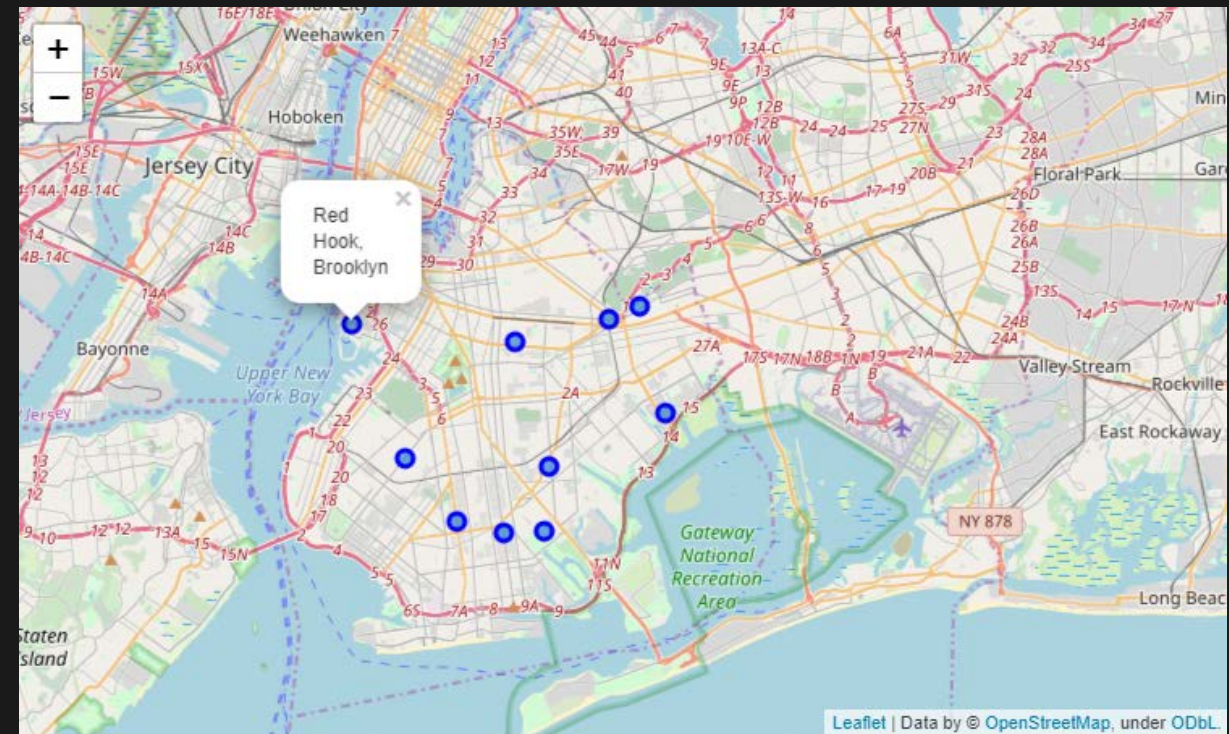
Methodology

- Taking a look at the heat-map of Chinese restaurants in the Picture 3 below, it seems that the highest concentration of Chinese restaurants is close to Manhattan, near Manhattan Bridge and Brooklyn Bridge.

Results

- Based on the previous analyses it would be worth considering Red Hook neighbourhood as a potential restaurant location, as it is close to Manhattan and has only one Chinese restaurant

Conclusion

○ To sum up, it seems that New York City has a high number of Chinese restaurants (1247 Chinese restaurants). With such competition in the business, when opening a new Chinese food restaurant it would be of vital importance to consider the location and competition in the area where you plan to open.

○ Considering all of the data presented above it would be reasonable to consider Brooklyn for a potential location, especially the neighbourhood Red Hook where there is only one Chinese restaurant and it is close to Manhattan.