

# Coursera Capstone Project: Choosing a city

Final Presentation

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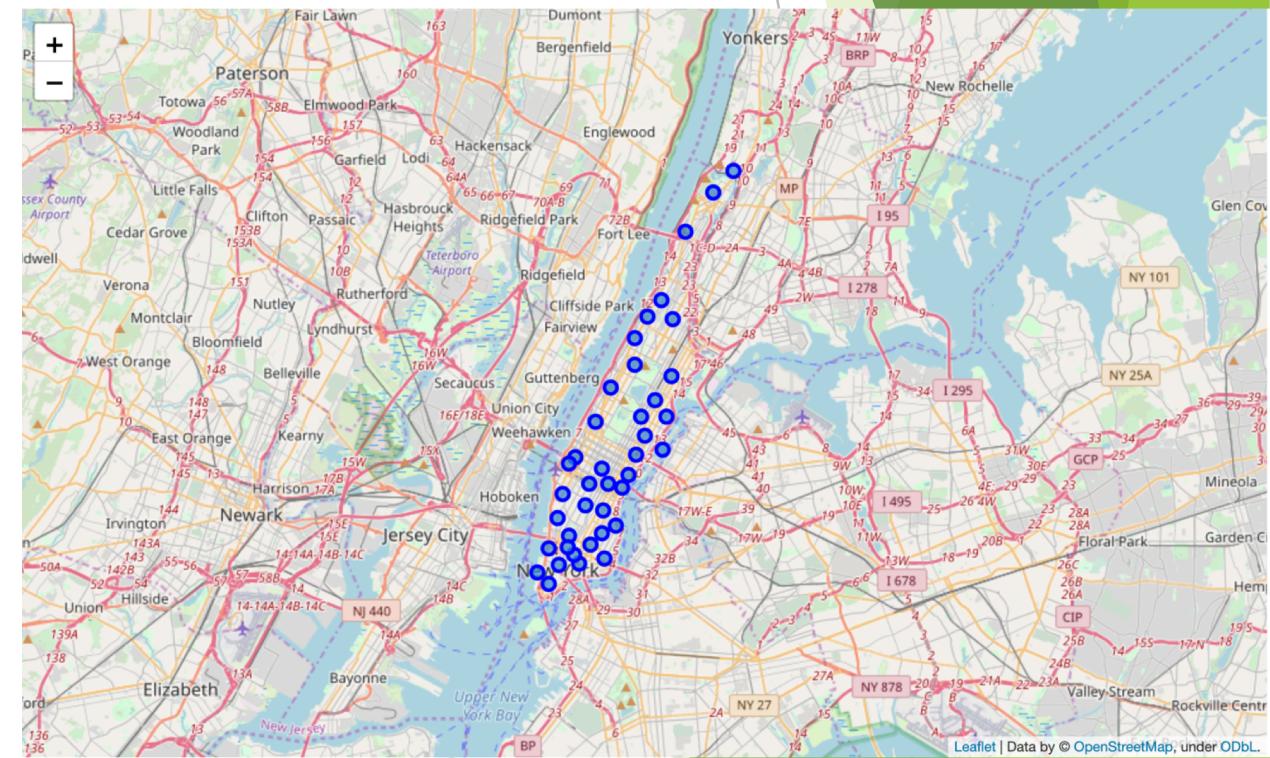
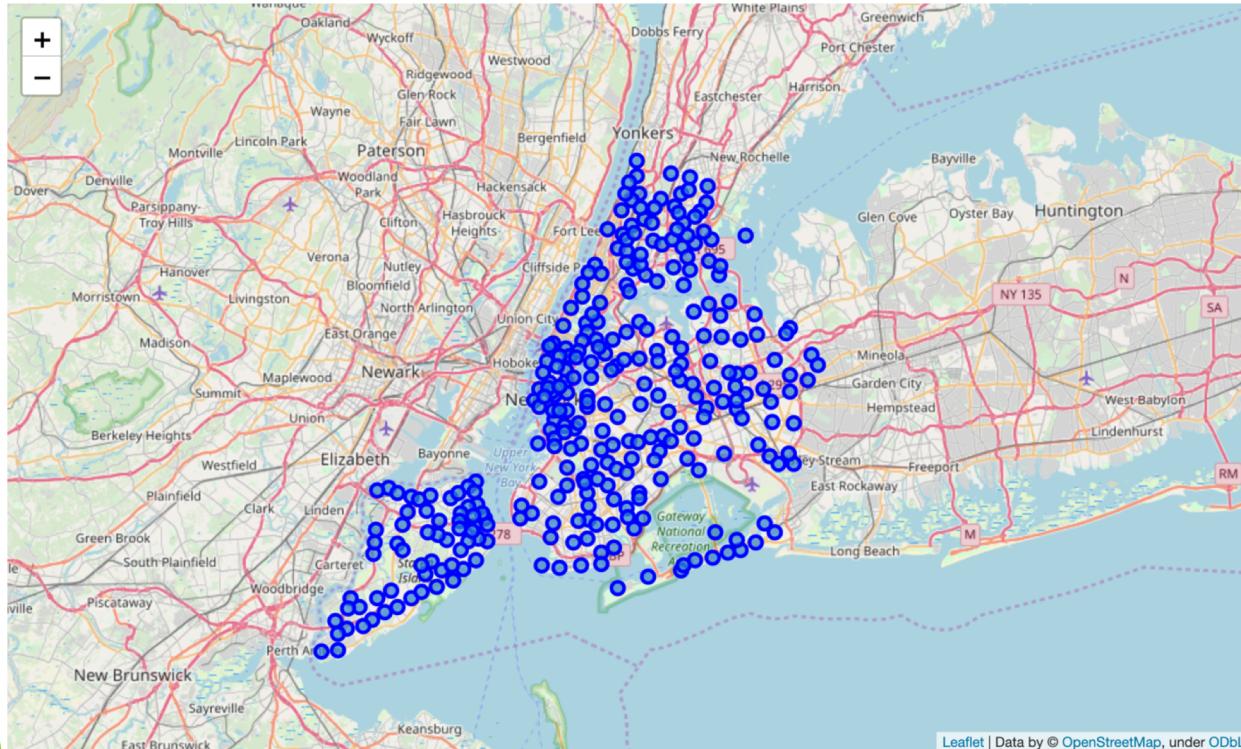
# Problem

- ▶ Investor wants to open up an Indian restaurant with signature foods
- ▶ Wants to reach to the entire world
- ▶ Starts with cities having high cultural diversity - New York and Toronto
  
- ▶ Based on the research and analysis, a city will be chosen as an experiment to expand the operations to a bigger scale

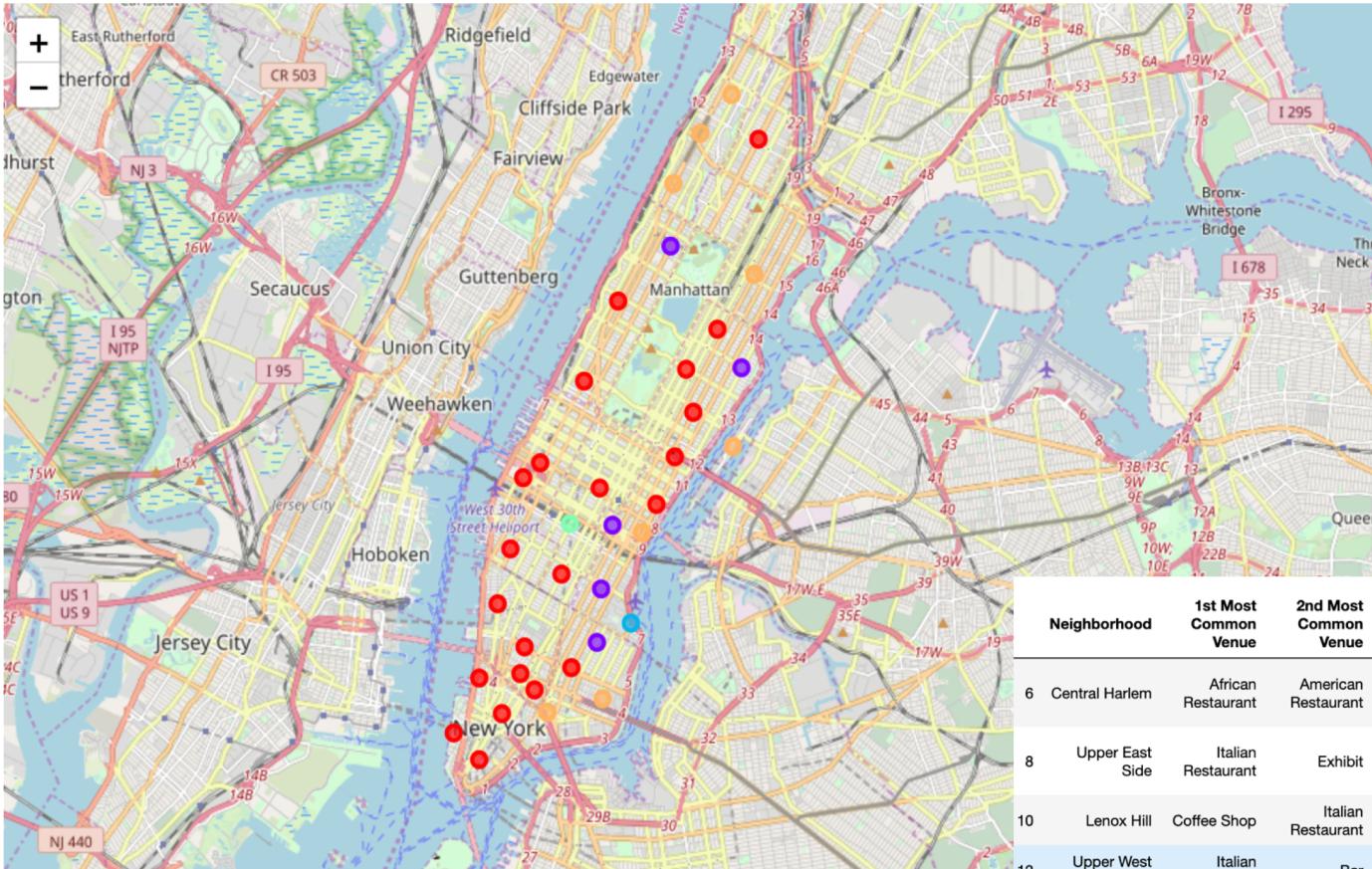
# Data Acquisition and Cleansing

- ▶ Scrapped data for New York city and Toronto from the below links for initial analysis and later used other APIs to analyze.
- ▶ [https://en.wikipedia.org/wiki/List\\_of\\_postal\\_codes\\_of\\_Canada:\\_M](https://en.wikipedia.org/wiki/List_of_postal_codes_of_Canada:_M)
- ▶ [https://geo.nyu.edu/catalog/nyu\\_2451\\_34572](https://geo.nyu.edu/catalog/nyu_2451_34572)
- ▶ Foursquare API
- ▶ GeoPy Libraries

# Data Analysis using Map Markers for NY

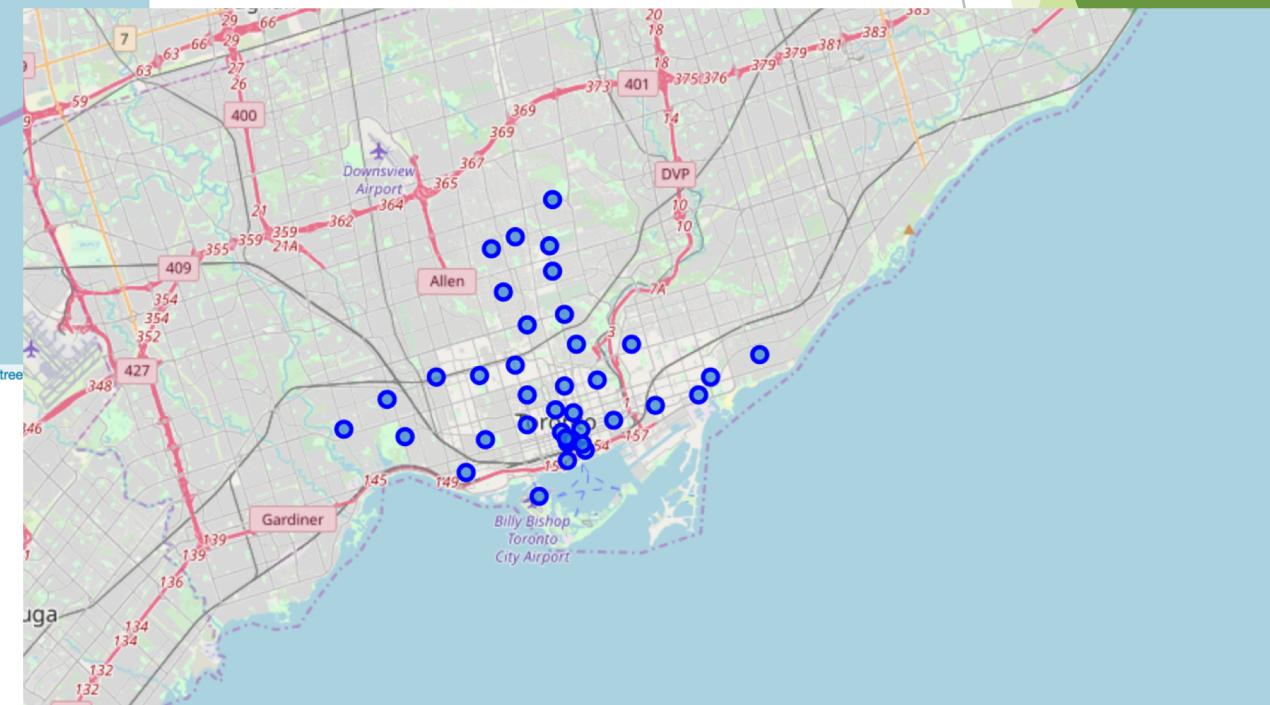
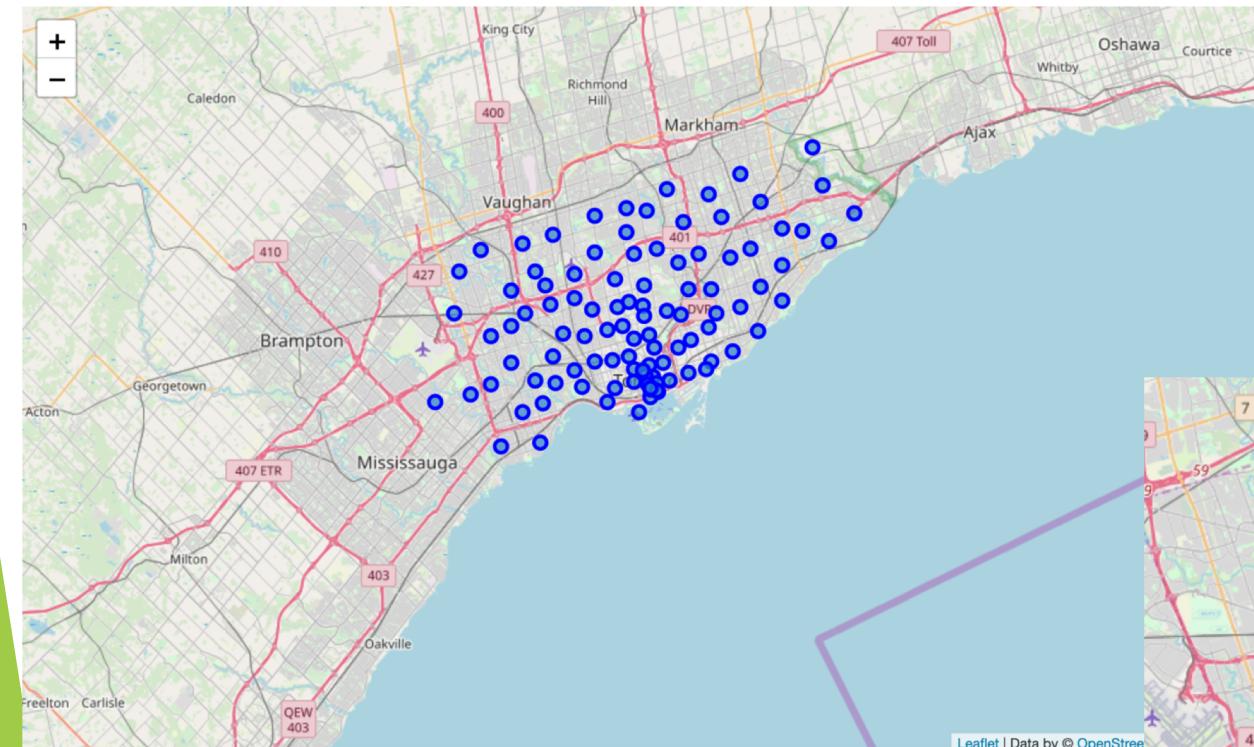


# Top Locations marked for NY (Manhattan Area)



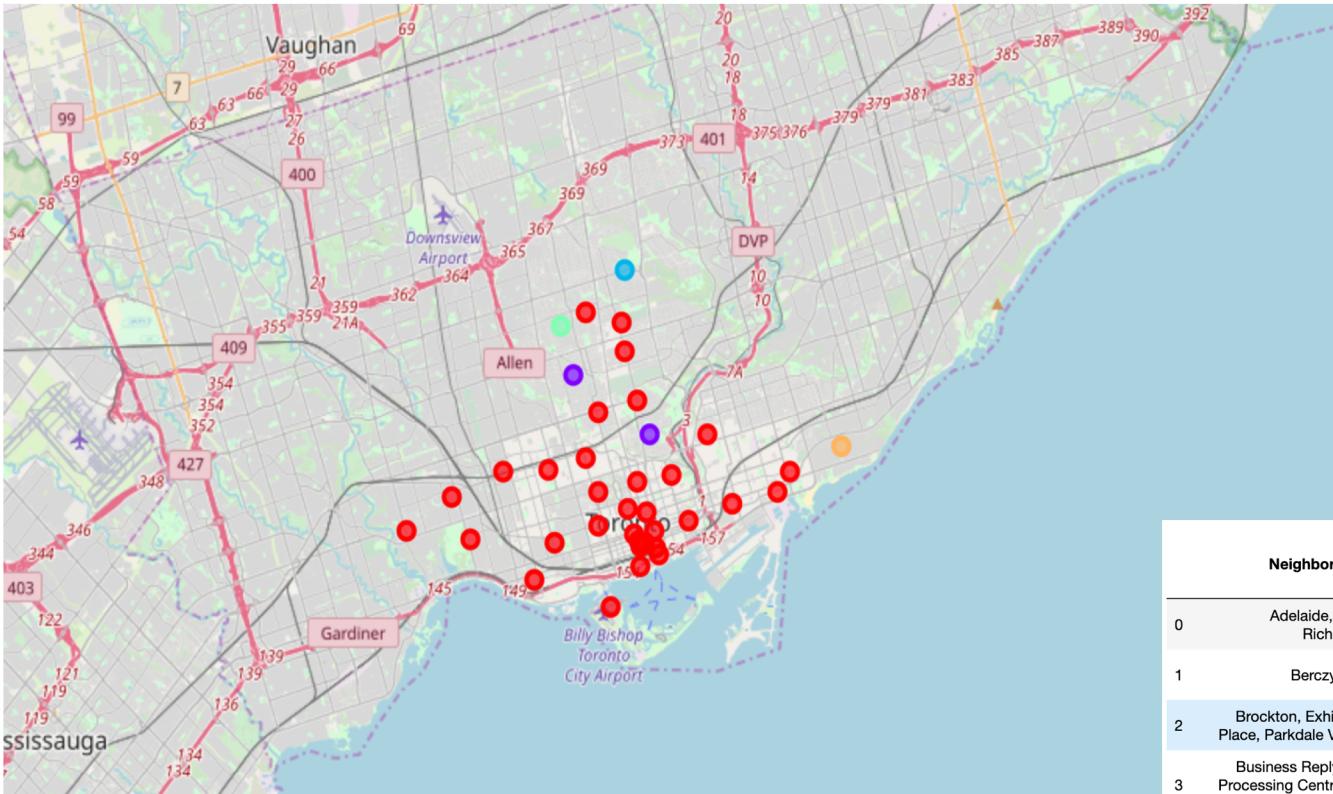
Neighborhood	1st Most Common Venue	2nd Most Common Venue	3rd Most Common Venue	4th Most Common Venue	5th Most Common Venue	6th Most Common Venue	7th Most Common Venue	8th Most Common Venue	9th Most Common Venue	10th Most Common Venue
6 Central Harlem	African Restaurant	American Restaurant	Seafood Restaurant	Chinese Restaurant	Bar	French Restaurant	Fried Chicken Joint	Southern / Soul Food Restaurant	Market	Tapas Restaurant
8 Upper East Side	Italian Restaurant	Exhibit	Bakery	Art Gallery	Coffee Shop	Gym / Fitness Center	Hotel	French Restaurant	Juice Bar	Yoga Studio
10 Lenox Hill	Coffee Shop	Italian Restaurant	Pizza Place	Sushi Restaurant	Café	Burger Joint	Sporting Goods Shop	Cocktail Bar	Gym / Fitness Center	Gym
12 Upper West Side	Italian Restaurant	Bar	Coffee Shop	Wine Bar	Mediterranean Restaurant	Bakery	Café	Gym / Fitness Center	Ice Cream Shop	Indian Restaurant
13 Lincoln Square	Theater	Café	Plaza	Italian Restaurant	Gym / Fitness Center	Performing Arts Venue	Concert Hall	Park	French Restaurant	Indie Movie Theater
14 Clinton	Theater	Gym / Fitness Center	Italian Restaurant	American Restaurant	Hotel	Coffee Shop	Wine Shop	Sandwich Place	Gym	Spa
15 Midtown	Hotel	Theater	Clothing Store	Coffee Shop	Sporting Goods Shop	Japanese Restaurant	Bakery	Steakhouse	Spa	Bookstore

# Data Analysis using Map Markers for Toronto



Leaflet | Data by © OpenStreet

# Top Locations marked for Toronto



Neighborhood	1st Most Common Venue	2nd Most Common Venue	3rd Most Common Venue	4th Most Common Venue	5th Most Common Venue	6th Most Common Venue	7th Most Common Venue	8th Most Common Venue	9th Most Common Venue	10th Most Common Venue
0	Adelaide, King, Richmond	Coffee Shop	Café	Bar	Thai Restaurant	Bakery	Steakhouse	Sushi Restaurant	Asian Restaurant	American Restaurant
1	Berczy Park	Coffee Shop	Café	Cheese Shop	Farmers Market	Bakery	Steakhouse	Seafood Restaurant	Italian Restaurant	Beer Bar
2	Brockton, Exhibition Place, Parkdale Village	Café	Coffee Shop	Breakfast Spot	Grocery Store	Furniture / Home Store	Burrito Place	Sandwich Place	Restaurant	Stadium
3	Business Reply Mail Processing Centre 969 Eastern	Light Rail Station	Yoga Studio	Spa	Gym / Fitness Center	Garden Center	Garden	Fast Food Restaurant	Farmers Market	Comic Shop
4	CN Tower, Bathurst Quay, Island airport, Harbo...	Airport Lounge	Airport Service	Airport Terminal	Boat or Ferry	Airport	Airport Food Court	Airport Gate	Bar	Sculpture Garden

# Results

- ▶ Both the cities show a large population interested in multiple themes of restaurants
- ▶ New York city has a wide variety of venues (other than restaurants)
- ▶ Toronto city has a lot of Indian restaurants
- ▶ Other influencing factors:
  - ▶ Sales Tax higher in Toronto
  - ▶ Visitors higher in NY
  - ▶ Various cuisines in NY

**Recommendation: New York City**

# Conclusion

- ▶ Analysis was completed over the neighborhoods and trending information from Foursquare API
- ▶ Furthermore improvements can be made to our analysis by including other financial aspects such as the real-estate costs, taxes, cost of owning/renting a property etc.
- ▶ Ideas include:
  - ▶ Real-estate planning
  - ▶ Taxes for cities and properties
  - ▶ Cultural impact on opening restaurants with varied themes.