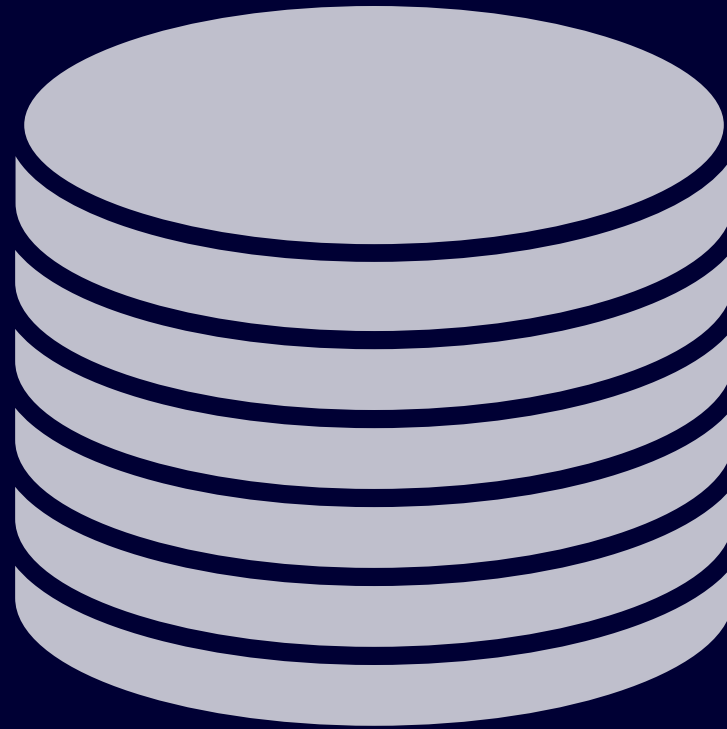


IBM Data Science



Find the perfect spot for my restaurant

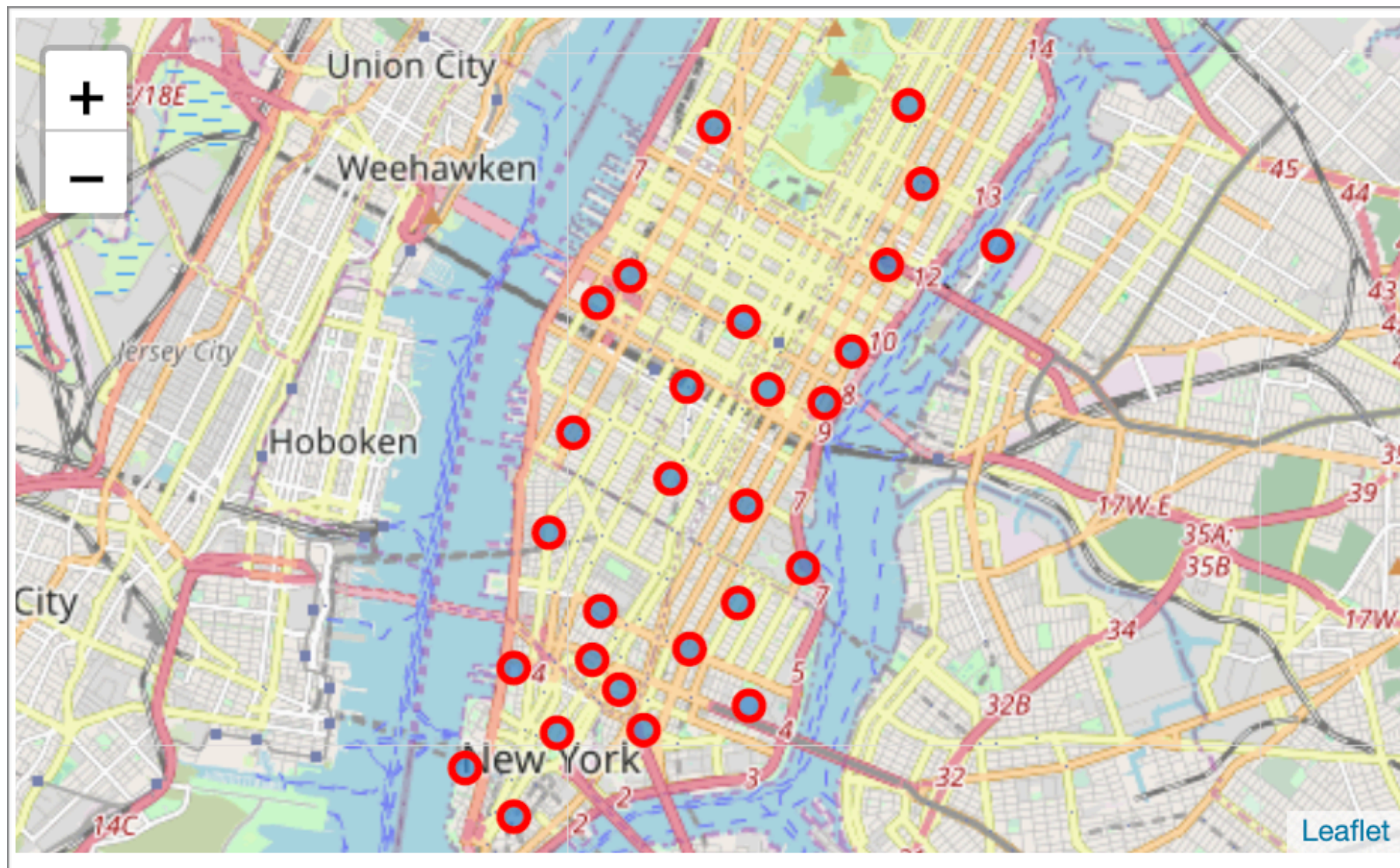
JULIAN - INSTRUCTOR ALEX AKLSON - TUESDAY, 14. APRIL 2020

Italian Food

- Italian food has conquered more nations – or at least their palates – than the Roman Empire ever could have hoped to militarily!!!
- Italian restaurants are found all over the world from Tokyo to Toronto.
- It's simply the best!
- Opening a restaurant, especially in NYC where we already have many, involves great research and preparation.
- Therefore I will consider many factors to find the best neighborhood for my new Italian restaurant.
- For example how many other top rated (Italian) restaurants are around or what other venues are nearby.

Creating maps

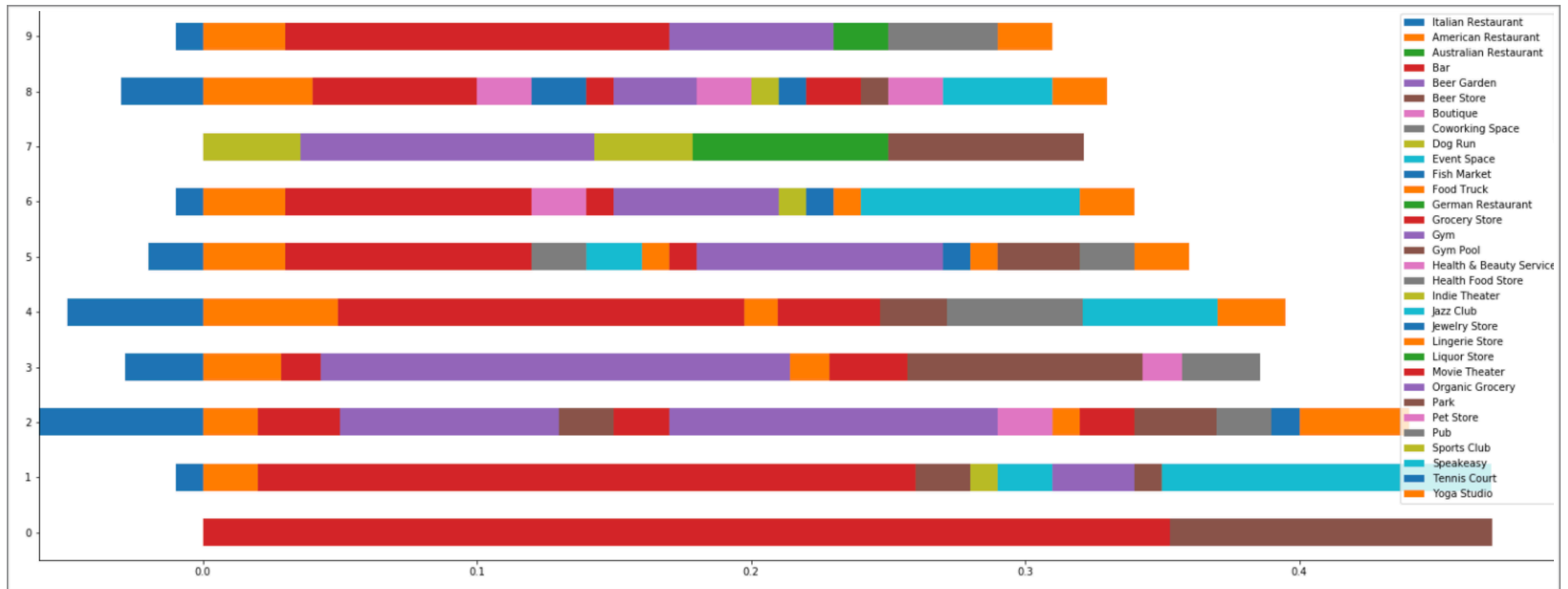
- First we will import data from a JSON file and display different neighborhoods in Lower Manhattan:



Using Big Data

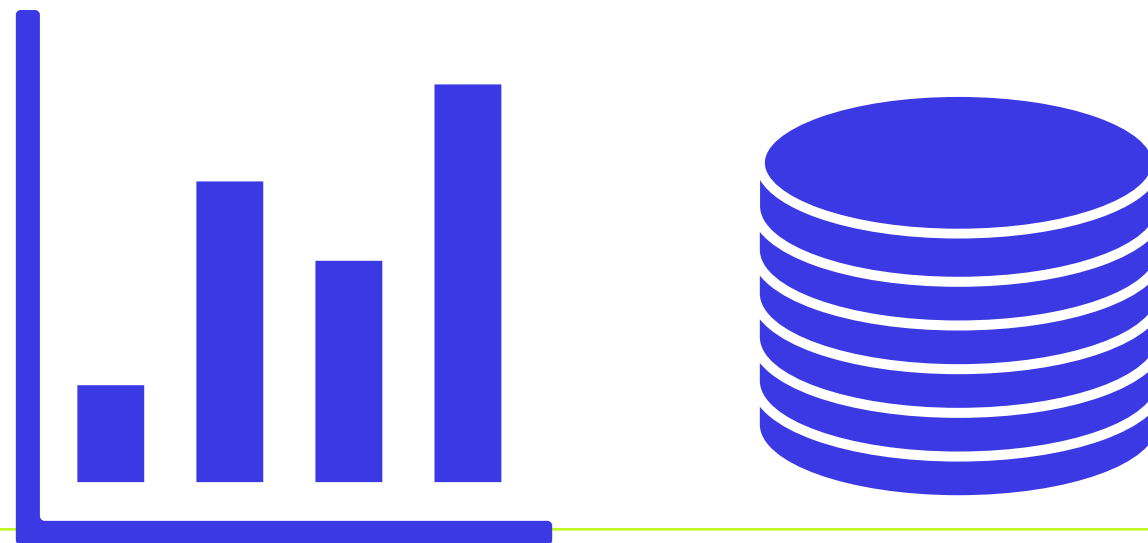
- As a next step we will use the Fourthsquare API and import data about top rated venues around our neighborhoods.
- We than will filter the data and create a data frame that contains the number of venues by type of venue for every neighborhood.
- We will use this data in combination with a score matrix to get a weighted score based on our requirements for the perfect restaurant environment.

Resulting score



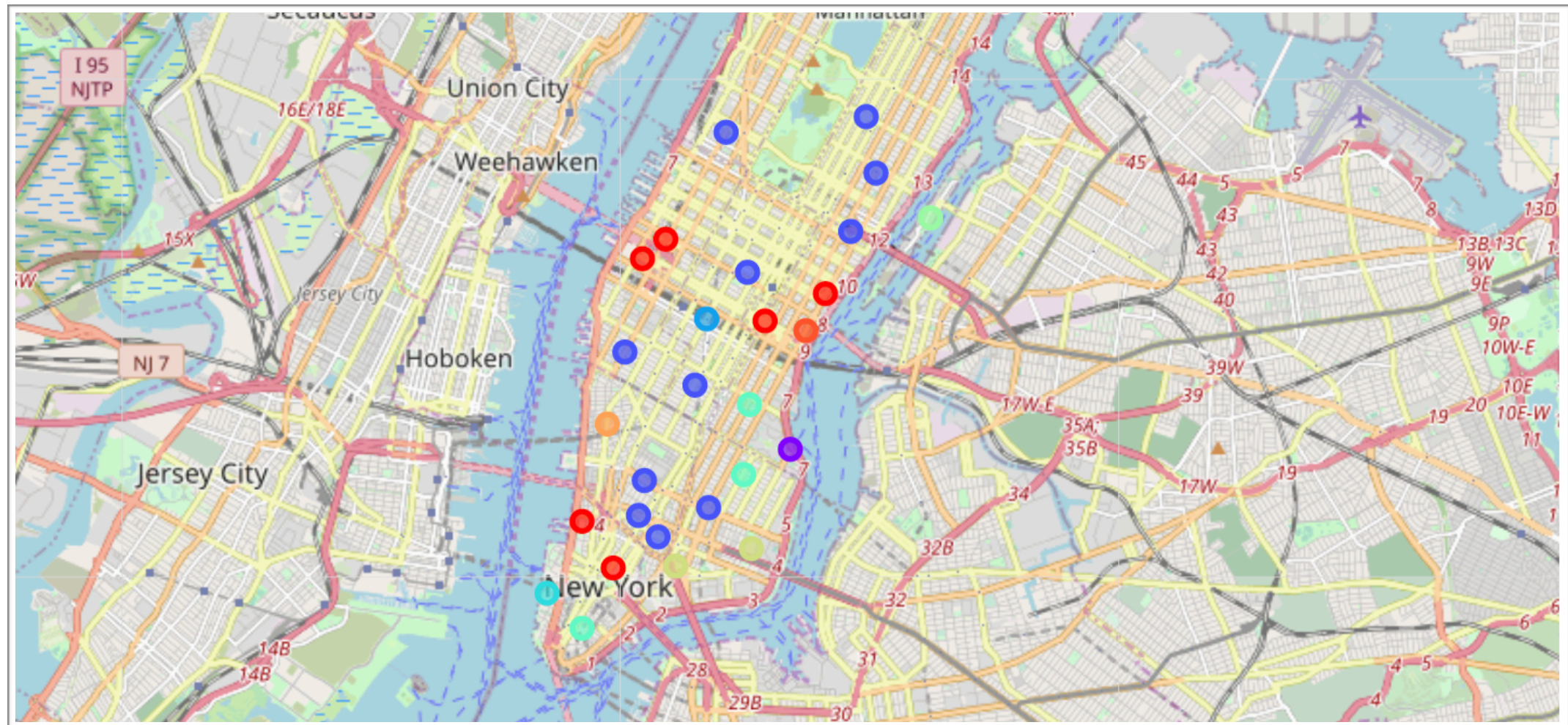
Using Big Data approach

- As a next step we will use the Fourthsquare API and import data about top rated venues around our neighborhoods.
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Clustering data

- By clustering the neighborhoods we can find similar ones tho the matches we found an can further compare, evaluate and discuss the used model.



Results

- The results will tell us which neighborhood matches the needs best.
- There should be as little as possible top rated Italian restaurants around, but many other important, helpful and synergetic top rated venues (like theaters, bars or boutiques).
- In my case the best suited neighborhood was “Stuyvesant Town”
- By clustering we were able to identify following as similar

Upper East Side, Lenox Hill, Lincoln Square,
Midtown, Chelsea, Greenwich Village, Little
Italy, Soho, Noho, Sutton Place, Flatiron