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14. April 2020

Capstone Project: Best Location for my Italian Restaurant

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.

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.

I am Julian and welcome to my own little culinary empire.

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

Figure 1: Lower Manhattan Neighborhoods

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.
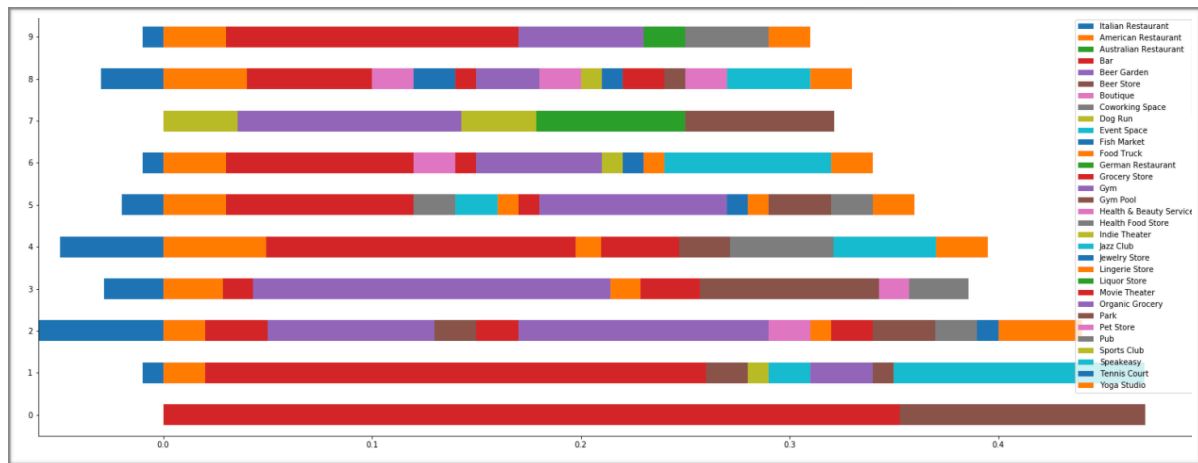

Figure 2: "Neighbouhood Score" stacked by venue type

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

Figure 3: Clustered Neighborhoods

Thank you for your reading!