

Introduction

The last decade witnessed a major shift in the food and beverage industry in terms of consumer demand for healthy food. Unlike earlier generations, who are most likely to be never found in the gym, this generation takes health and lifestyle to be their priority. People track down their daily steps and activity through their gadgets, and take deep notes on what they are eating. The recent shift towards healthy food trends made us curious enough to research on what the increase in consumer demand is and how restaurateurs are catering to the trend.

My business idea is to set up restaurants servings healthy food in the New York city to bank on this healthy food trend. Appropriate locations would be near a gym, yoga studio or any kind of health/ fitness related centers. People who go to gyms and engage in outdoor activities to stay fit follow a strict diet which consists of healthy foods like salads, protein shakes and similar low carbohydrate foods. Needless to say opening a restaurant serving such cuisine would be highly appreciated by the fitness community

Data that will be used to solve the problem and the source of the data

Being the most populated city in the United States, New York city is one of the most developed cities in the world. The city consists of several boroughs. The city not only has historical tourist locations but also modern attractions and amenities.

I will be conducting my analysis on the locational data obtained from FourSquare. The data would help me identify the neighborhoods in the New York city where fitness centers are concentrated. This data would help me evaluate the appropriate location for setting up my restaurant/s.

This would also help me compare several locations and conduct various market and feasibility studies which can be then leveraged in helping the business gain a headstart.

The data about New York City will be gathered from https://cocl.us/new_york_dataset

Foursquare API will be used to explore neighborhoods around New York City. Subsequently, data about venues in those neighborhoods will be gathered from Foursquare.

An extract of the final dataset will look like this

	Neighborhood	Neighborhood Latitude	Neighborhood Longitude	Venue	Venue Latitude	Venue Longitude	Venue Category
0	Wakefield	40.894705	-73.847201	Lollipops Gelato	40.894123	-73.845892	Dessert Shop
1	Wakefield	40.894705	-73.847201	Ripe Kitchen & Bar	40.898152	-73.838875	Caribbean Restaurant
2	Wakefield	40.894705	-73.847201	Ali's Roti Shop	40.894036	-73.856935	Caribbean Restaurant
3	Wakefield	40.894705	-73.847201	Jimbo's	40.891740	-73.858226	Burger Joint
4	Wakefield	40.894705	-73.847201	Kingston Tropical Bakery	40.888568	-73.859885	Bakery