Coursera Capstone Project

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"The Battle of Neighborhoods"

## - Analysis on Restaurants in New York

Introduction:

With an estimated population of 8,622,698 , NEW YORK is the most densely populated city in the United States.

New York city consists of 5 Boroughs and each borough has many Neighborhoods. New York City are well known, with the city having

three of the world's 10 most visited tourist attractions in 2013 and receiving a record 62.8 million tourists in 2017.

TOURISM
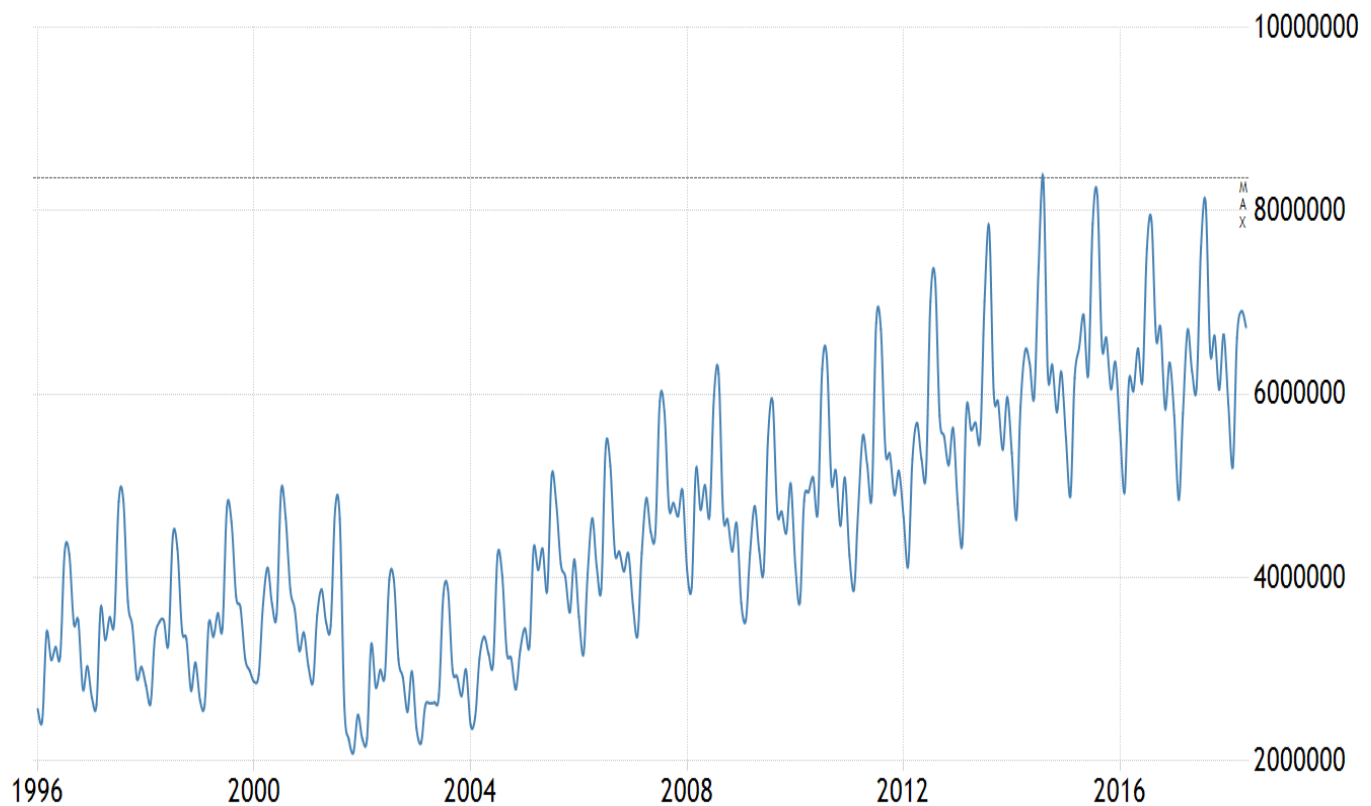
The Plot above shows the huge increase in number of tourists each year. If we can find out , what type of restaurants have most demand

and how many of them are easily available to the tourists , as well as to the citizens of the city, it would be very much helpful for the

investors in this business , not only this , but it would also help the government to attract more tourists each year and grow their

economy.

Preliminary Analysis:

Most common(maximum in number) restaurants in all Neighborhoods.

Neighborhood	1st Most Common Restaurant	2nd Most Common Restaurant	3rd Most Common Restaurant	4th Most Common Restaurant	5th Most Common Restaurant
Beechhurst	Italian Restaurant	Japanese Restaurant	Sushi Restaurant	Greek Restaurant	South American Restaurant
Bellaire	Italian Restaurant	Chinese Restaurant	Fast Food Restaurant	Restaurant	Sushi Restaurant
Belle Harbor	Italian Restaurant	Mexican Restaurant	Chinese Restaurant	Vietnamese Restaurant	Gluten-free Restaurant
Bellerose	Italian Restaurant	Chinese Restaurant	American Restaurant	Vietnamese Restaurant	Greek Restaurant
Belmont	Italian Restaurant	Latin American Restaurant	Mexican Restaurant	Spanish Restaurant	African Restaurant
Bensonhurst	Chinese Restaurant	Japanese Restaurant	Italian Restaurant	Vietnamese Restaurant	Cantonese Restaurant
Bergen Beach	Italian Restaurant	Peruvian Restaurant	Vietnamese Restaurant	Gluten-free Restaurant	Empanada Restaurant
Blissville	Chinese Restaurant	Dumpling Restaurant	Caribbean Restaurant	Romanian Restaurant	Seafood Restaurant

The above data(part of analysis) shows the most common restaurants in each Neighborhoods.

While Italian is at the top of the list in most Neighborhoods, Chinese too , holds the position of being at the top of some neighborhoods.

Secondary Analysis:

Borough	1st Most Common Restaurant	
Bronx	Fast Food Restaurant	15
	Italian Restaurant	12
	Caribbean Restaurant	4
	Chinese Restaurant	4
	Mexican Restaurant	4
	Japanese Restaurant	3
	Seafood Restaurant	3
	Spanish Restaurant	3
	Restaurant	2
	Latin American Restaurant	1
	South American Restaurant	1
Brooklyn	Caribbean Restaurant	16
	Italian Restaurant	12
	American Restaurant	10
	Chinese Restaurant	6
	Japanese Restaurant	5
	Fast Food Restaurant	4
	Mexican Restaurant	3
	Restaurant	3
	Seafood Restaurant	3

Top 2 common restaurants in Bronx are Fast Food and Italian

Top 2 common restaurants in Brooklyn are Caribbean and Italian

Manhattan	Italian Restaurant	18
	American Restaurant	5
	Mexican Restaurant	4
	Korean Restaurant	2
	Latin American Restaurant	2
		..
	Indian Restaurant	1
	Japanese Restaurant	1
	Southern / Soul Food Restaurant	1
	Spanish Restaurant	1
Queens	Chinese Restaurant	19
	Italian Restaurant	13
	Fast Food Restaurant	10
	Latin American Restaurant	7
	Caribbean Restaurant	6
	Indian Restaurant	5
	Mexican Restaurant	5
	Japanese Restaurant	4
	Korean Restaurant	3
	American Restaurant	2
Staten Island	Italian Restaurant	29
	Chinese Restaurant	9
	Restaurant	7
	Fast Food Restaurant	6
	American Restaurant	4

Top 2 common restaurants in Manhattan are Italian and American

Top 2 common restaurants in Queens are Chinese and Italian

Top 2 common restaurants in Staten Island are Italian and Chinese

Among all these data, one thing is common, ITALIAN RESTAURANTS , that are present in great number in every Borough and most of the

Neighborhoods.

SUGGESTION:

MANHATTAN
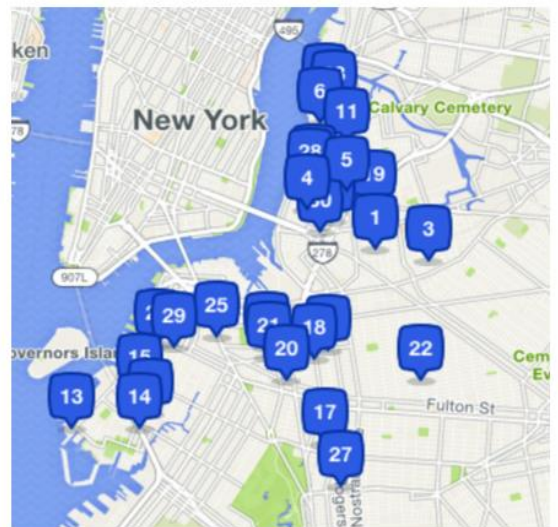
BROOKLYN

As an investment area,

- Bronx is good for starting restaurants other than Fast Food and Italian, as it has high competition and very much common

  in Bronx and its neighborhoods.

- Brooklyn is good for starting restaurants other than Caribbean and Italian, as it has high competition and very much common

  in Brooklyn and its neighborhoods.

- Manhattan can be good for starting restaurants other than Italian, as it has high competition and very much common

  in its neighborhoods. Manhattan can be suggested for Mexican, Spanish, Japanese, Indian, because these are very much uncommon

  in its neighborhoods.

- Similarly, Manhattan can be suggested for Thai, Asian, Japanese, Korean, and many more, due to their low count and hence low competition in its neighborhoods.
- Finally, Staten Island can be good for all types of Restaurants , except Italian and Chinese.