



# Exploring Mexican Restaurants In New York City

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As Part Of Capstone Project

## Introduction

- The City of New York, usually called either New York City (NYC) or simply New York (NY), is the most populous city in the United States. With an estimated 2018 population of 8,398,748 distributed over a land area of about 302.6 square miles (784 km<sup>2</sup>), New York is also the most densely populated major city in the United States
- 62.85% of New York City residents were born in the United States, with 48.29% having been born in New York. 16.67% of residents are not US citizens. Of those not born in the United States, the largest percentage are from Latin America
- With its diverse culture, comes diverse food items. There are many restaurants in New York City, each belonging to different categories like Chinese, Mexican, and French etc.

## Problem Statement

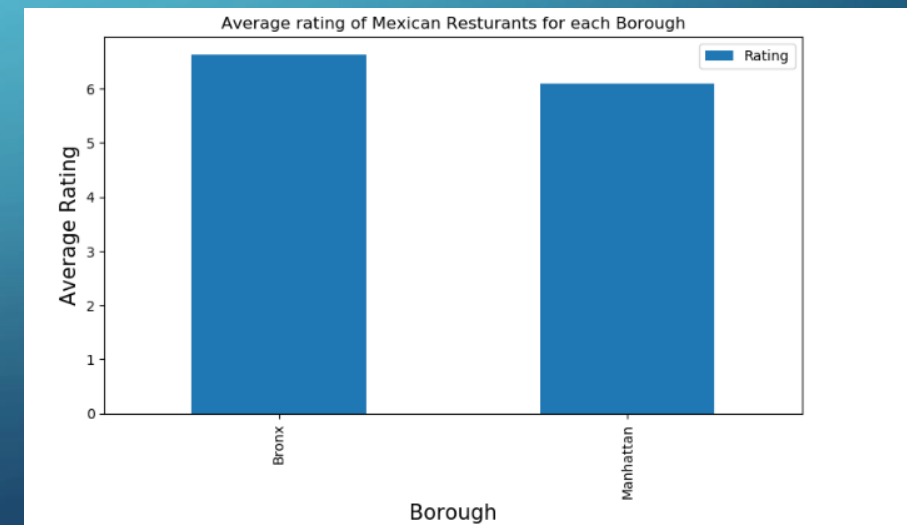
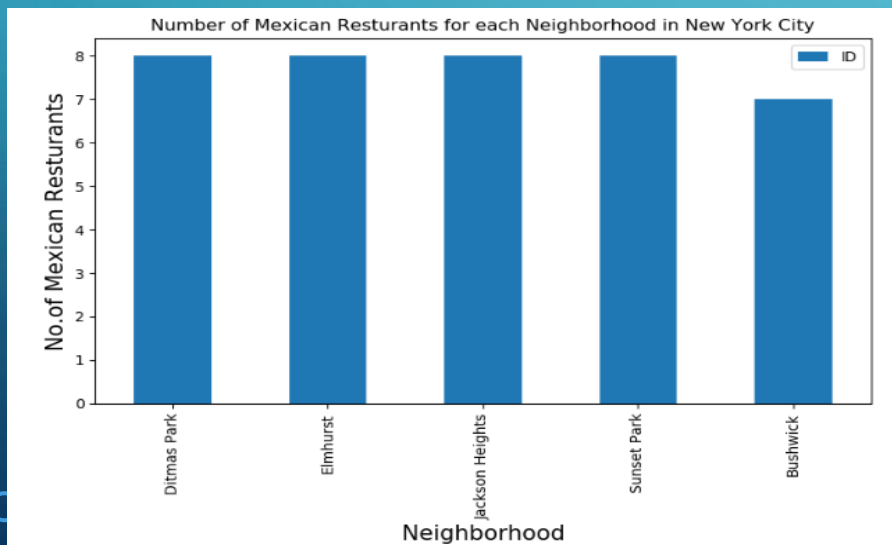
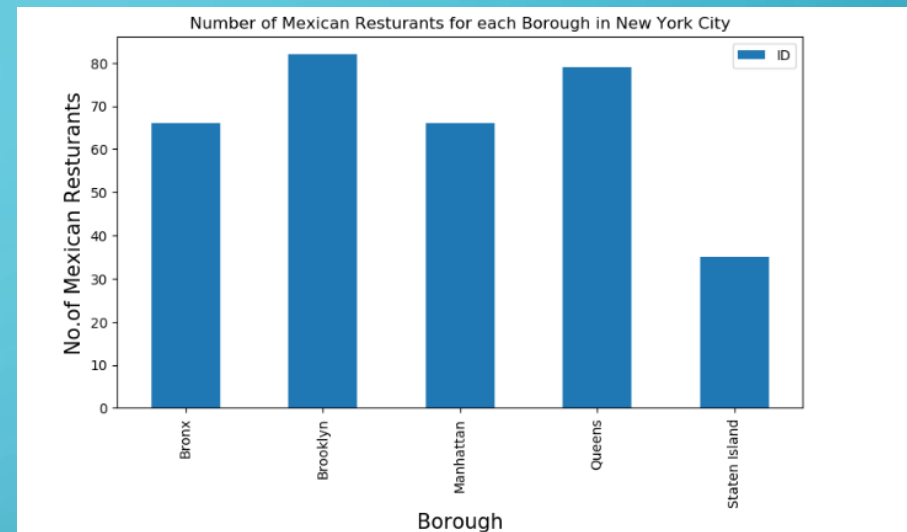
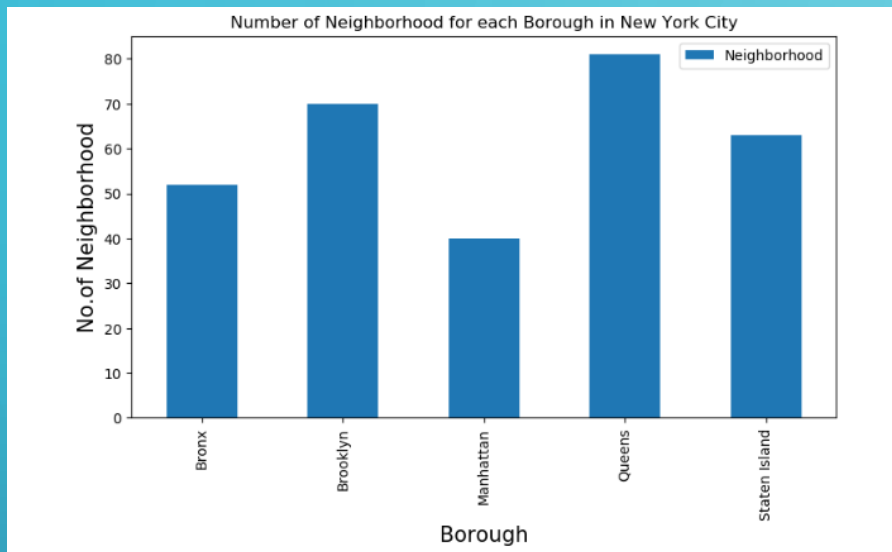
- One of my client is looking to setup a Mexican restaurant in NYC
- They would like to narrow down the neighbourhood of NYC through a data driven approach along with his interaction with industry experts, vendors and other stake holders
- As an analyst, i would like to explore the best Mexican restaurants in NYC.
- So as part of this project, we will list and visualize all major parts of New York City that has great Mexican restaurants along with narrowing down on a neighbourhood for potential opportunity for an Mexican restaurant.

## Data

- For this project we need the following data:
- New York City data that contains list Boroughs, Neighbourhoods along with their latitude and longitude.
  - Data source : [https://cocl.us/new\\_york\\_dataset](https://cocl.us/new_york_dataset)
  - Description : This data set contains the required information. And we will use this data set to explore various neighbourhoods of New York City.
- Mexican restaurants in each neighbourhood of New York City.
  - Data source : Fousquare API
  - Description : By using this api we will get all the venues in each neighbourhood. We can filter these venues to get only Mexican restaurants.
- GeoSpace data
  - Data source : <https://data.cityofnewyork.us/City-Government/Borough-Boundaries/tqmj-j8zm>
  - Description : By using this geo space data we will get the New York Borough boundaries that will help us visualize choropleth map



# Exploratory Analysis



## Insights

- Westchester Square(Bronx), Morris Park(Bronx), Marble Hill(Manhattan) are some of the best neighborhoods for Mexican cuisine.
- Manhattan have potential Mexican Restaurant Market
- Staten Island ranks last in average rating of Mexican Restaurants.
- Bronx is the best place to stay if you prefer Mexican Cuisine.
- Ditmas Park, Elmhurst, Jackson Heights neighbourhoods has 8 Mexican restaurants
- Taqueria Tlaxcali in Bronx is highly liked & rated restaurant
- Taqueria Tlaxcali in Bronx is also highly tipped restaurant



