

Battle of Neighborhood

Steak Addicted

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Introduction



Why New York?

The most populous city in the United States with an estimated 2018 population of 8,398,748 distributed over about 302.6 square miles (784 km²)



Strength

It has been described as the cultural, financial, and media capital of the world, significantly influencing commerce, entertainment, technology, and so on.



Potential market growth

There are diverse culture as well as eating habits. Fortunately, Taiwan has its own special steak characteristics.

02

Problem Description



What is the best place in New York City to enjoy steak?



Where are the best neighborhoods for steak gluttons?



Which areas have potential steakhouse market?





Data Section



NYC Data

◆ Data source :

https://cocl.us/new_york_dataset

◆ Description:

The data set contains all of the required information so that we can use to do exploratory data analysis.



Steakhouse in each neighborhood

◆ Data source :

Foursquare API

◆ Description:

By leveraging this API we can get all venues in each neighborhood. Additionally, we can sort and groupby the data to get the information classified and visualized.



GeoSpace Data

◆ Data source :

<https://data.cityofnewyork.us/City-Government/Borough-Boundaries/tqmj-j8zm>

◆ Description:

To have the visualization map of New York Borough boundaries.

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Process workflow



Step 1

Getting and conducting data cleaning. Check all venues for each neighborhood by Foursquare API.



Step 2

Checking all venues with Steakhouse. To figure out the Likes, Ratings, and Tips for all the located steak restaurants.



Step 3

Sorting Neighborhoods and Borough of the data by columns of Likes, Ratings and tips for reference.



Step 4

Considering all the neighborhoods with average rating greater than 8.5 for data visualization.



Step 5

Combine the processed dataset to original NYC one to perform further analysis.



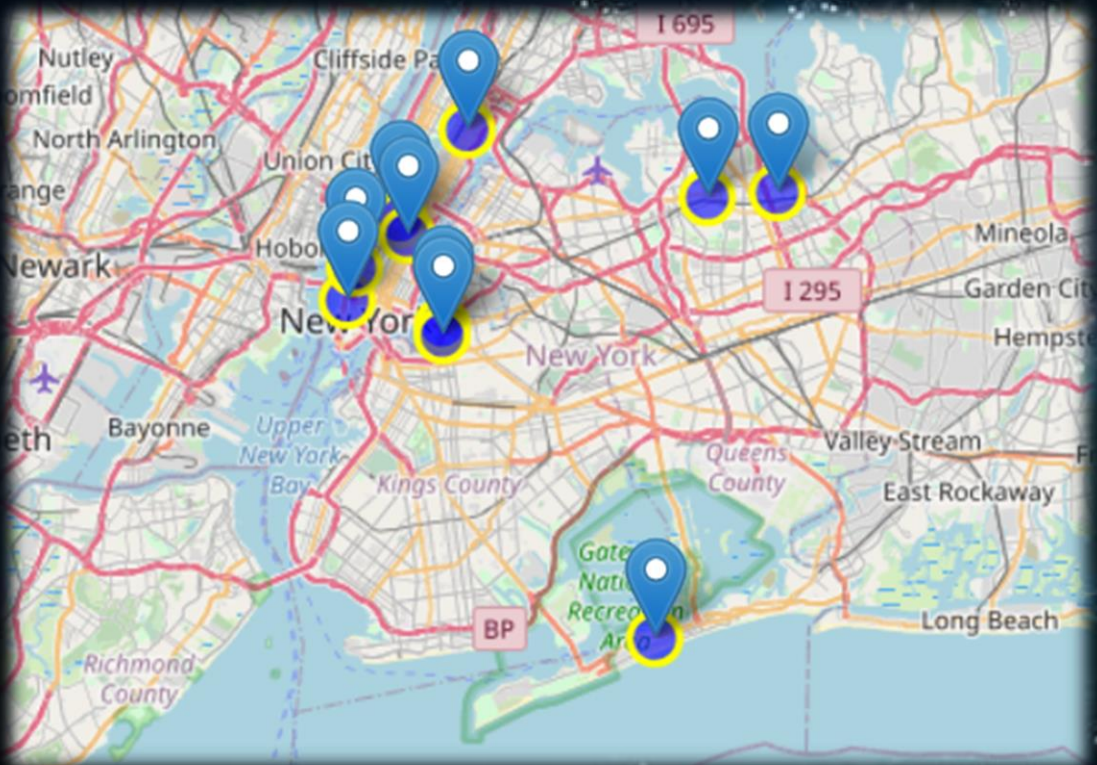
Step 6

Visualize the Neighborhoods and Borough based on average Rating. Check all info we need.



05

Conclusion



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Manhattan is the best place where you can enjoy high-class steak. It not only scores the highest 1952 Likes but also 9.1 rating.

```
Borough      Manhattan
Neighborhood  West Village
ID            585164b77220e62219c9aeb6
Name          4 Charles Prime Rib
Likes         217
Rating        9.1
Tips          57
Name: 31, dtype: object
```

02

The average Neighborhood rating for West Village, Tribeca, Midtown are 9.0, 8.9, and 8.8. Hence, these are some of the best neighborhoods for steak gluttons.

	Neighborhood	Average Rating
38	West Village	9.000000
37	Tribeca	8.900000
23	Midtown	8.766667

03

The potential areas for launching a steakhouse shall be Jamaica Center, Bedford Park, Oakland Gardens.

	Neighborhood	Average Rating
15	Jamaica Center	0.0
5	Bedford Park	0.0
27	Oakland Gardens	0.0



THANK YOU