



COURSERA IBM DATA SCIENCE

Capstone: Final Project Presentation

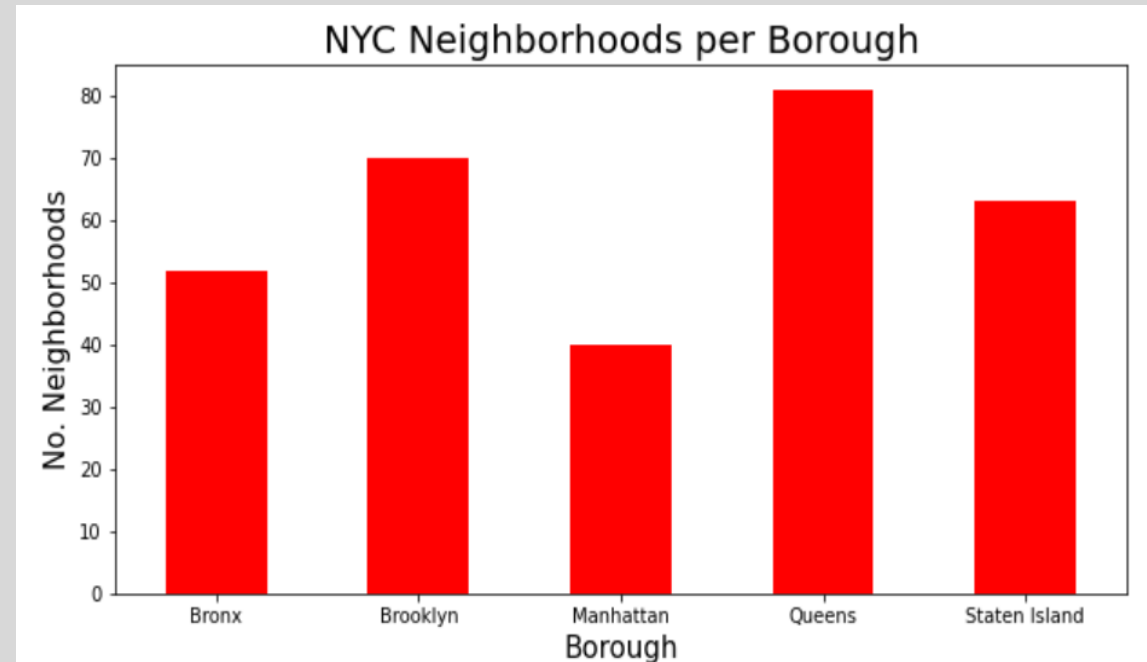
Introduction and Business Problem

- Problem: NYC Restauranter needs to select a location for his Italian Restaurant
- Needs to discover: Where in NYC has an appetite for Italian cuisine and which neighborhoods aren't overly saturated in Italian Restaurants so far.



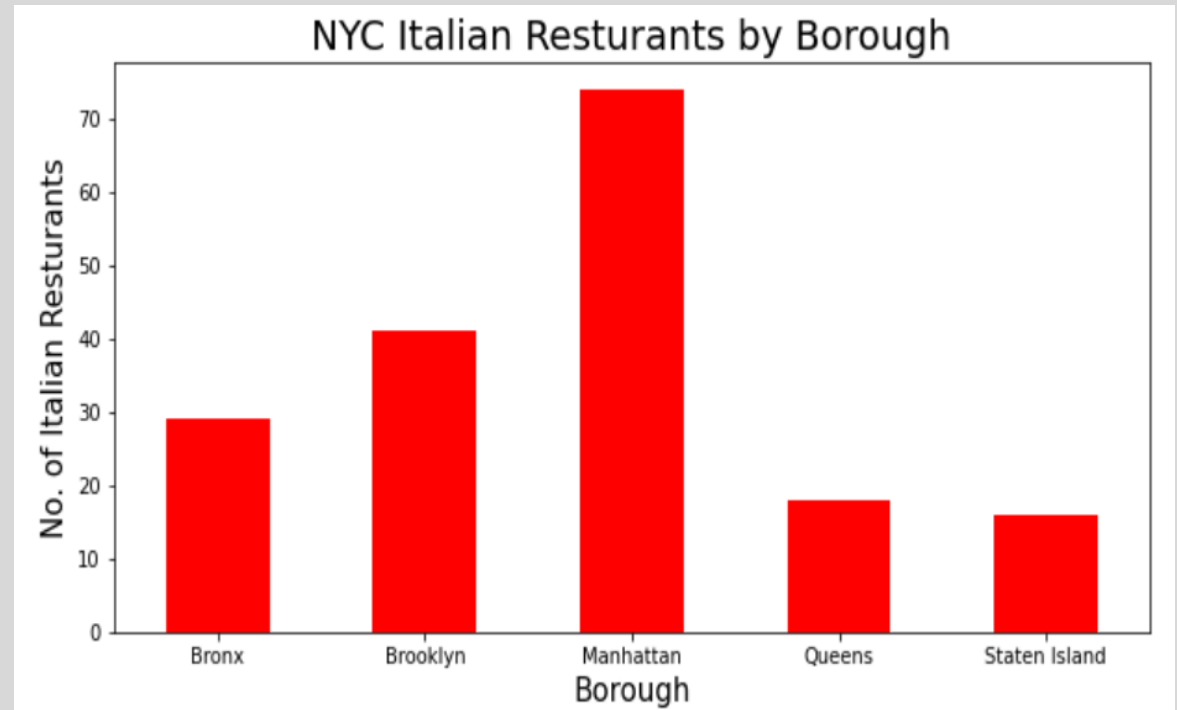
Data Discovery

- To begin our data analysis, the number of neighborhoods per NYC borough are analyzed.



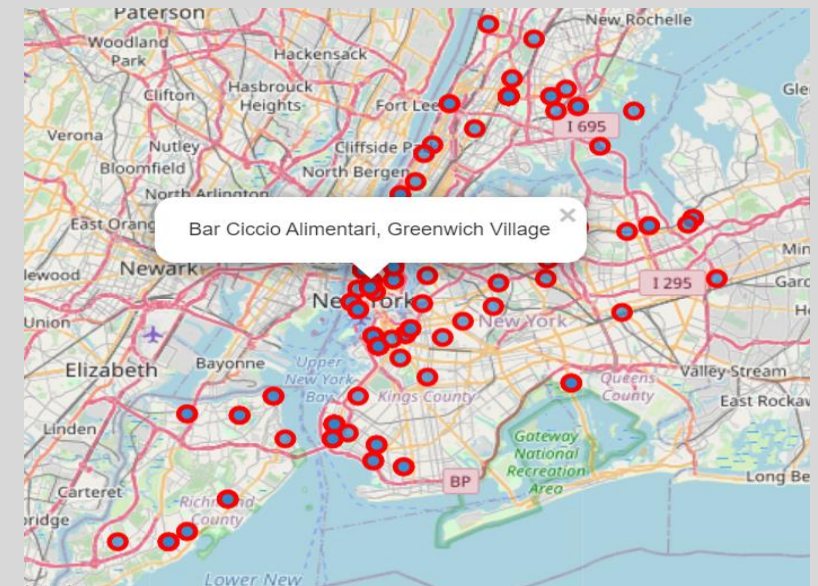
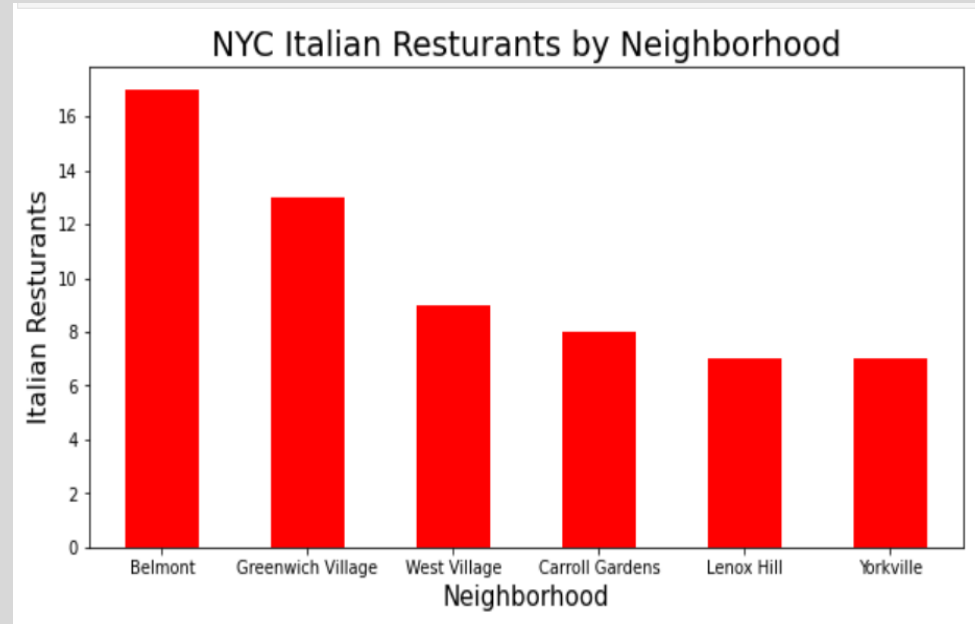
Data Discovery

- The next analysis was covering the number of Italian restaurants by borough.
- The borough with the most Italian restaurants was Manhattan indicating that Manhattan has an appetite for Italian restaurants.



Data Discovery

- Following the borough analysis. I narrowed down the Italian restaurant location by neighborhood.
- The neighborhood with the most Italian restaurants was Belmont which is located in the Bronx.
- The neighborhood with the second most Italian restaurants was Greenwich Village.
- Also to visualize, I mapped out the Italian restaurants using folium maps.



Discussion, Results, and Conclusion

- As a result of the data analysis, our restauranter will open an Italian restaurant in Greenwich Village, Manhattan, NYC.
- He came to this conclusion for a few reasons:
 - Manhattan has the largest appetite for Italian restaurants which means he will get business.
 - Greenwich Village in Manhattan has a large interest in Italian cuisine, but it isn't overly saturated in the way that Belmont in the Bronx is.