IBM CAPSTONE PROJECT – The Battle of Neighborhoods:

Korean restaurants analysis in NYC

Business Problem

- What is / are the best location(s) for Korean restaurants in New York City?

- In what Neighborhood and/or borough should the investor open a Korean restaurants to have the best chance of being successful?

- Where would I go in New York City to have the best Korean food?
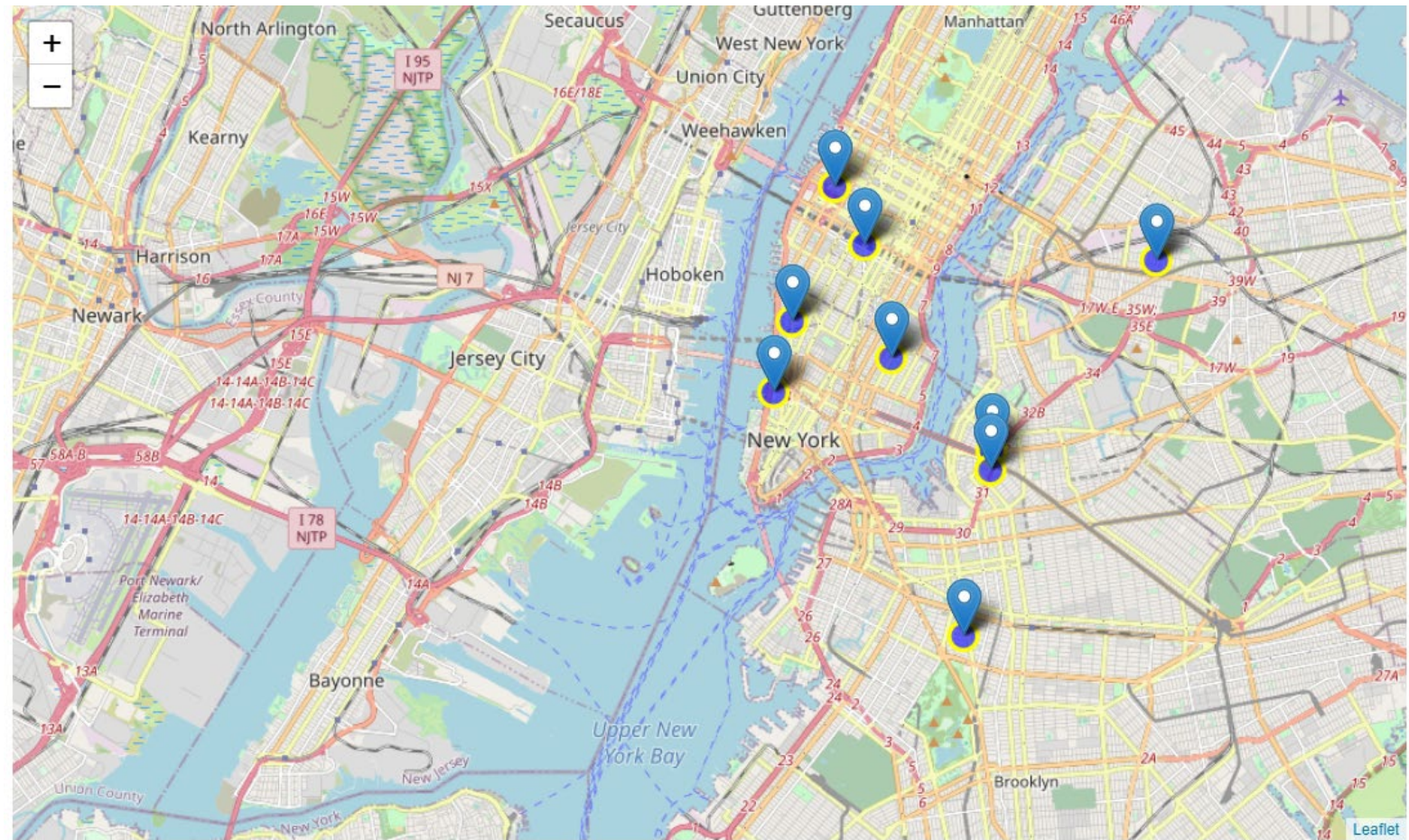
Data

- In order to answer the above questions, we will need the data on New York City neighborhoods, boroughs to include boundaries, latitude, longitude, restaurants, and restaurant ratings and tips.

- New York City data containing the neighborhoods and boroughs, latitudes, and longitudes will be obtained from the data source: https://cocl.us/new_york_dataset

- Other data related to locations and quality of Korean restaurants will be obtained via the FourSquare API.

Methodology

- ▪ • Data will be collected from https://cocl.us/new_york_dataset and cleaned and processed into a dataframe.

- ▪ • Utilize FourSquare with venues and then filtered by Korean restaurants. Ratings, tips, and likes by users will be counted and added to the dataframe.

- ▪ • Data will be sorted based on rankings.

- ▪ • Finally, the data be will be visually assessed using graphing from Python libraries.

Results:

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- Queens has the highest number of Korean restaurants with lowest avg rating of them.

- Manhattan has the highest avg rating of the Korean restaurants

- Only three boroughs have Korean restaurants

Conclusion:

- Manhattan and Brooklyn are the best locations for Korean cuisine in NYC.

- If you want to open a new Korean restaurant, I will suggest Brooklyn, because the number of Korean restaurants in Brooklyn is the least, and the average rating is relatively high. That means, if you open a new Korean restaurant, you will not have a lot of competitors. Finally, I would go to BCD Tofu House in Manhattan for the best Korean food based on 1229 likes.