Coursera Capstone

IBM Applied Data Science Capstone

Opening a Pizza Place in New York City, USA

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Introduction

Pizza is one of the favourite foods in the US and popular in many places all over the country, compare https://www.thrillist.com/news/nation/most-popular-type-of-restaurant-in-every-state-map. It is available in many varieties, toppings ranging from classics such as Salami and Ham to sea food or even kebab variants and always a great deal regarding price and energy input. New York City, USA already offers many places to get some fresh, hot pizza, but this does not apply for the whole city. In this project I aim to find the best neighborhood to open a pizza place in NYC, USA.

Business Problem

The objective of this capstone project is to analyze and select the best locations in the city of New York, USA to open a new place to sell pizza. Using data science methodology and machine learning techniques like clustering, this project aims to provide solutions to answer the following question: In the city of New York, USA, if a property developer is looking to open a new pizza place, where would you recommend that they open it?

Target audience of this project

This project is particularly useful to property developers and investors looking to open or invest in new pizza places or Italian restaurants in New York City.