

Indian restaurants in the
city of New York

Introduction

- ▶ New York City's demographics show that it is a large and ethnically diverse metropolis. It is the largest city in the United States with a long history of international immigration.
- ▶ Throughout its history, New York City has been a major point of entry for immigrants; the term "melting pot" was coined to describe densely populated immigrant neighborhoods on the Lower East Side.
- ▶ With it's diverse culture , comes diverse food items. There are many restaurants in New York City, each belonging to different categories like Chinese , Indian , French etc.

Business Problem

- ▶ A restaurant is a business which prepares and serves food and drink to customers in return for money, either paid before the meal, after the meal, or with an open account. The City of New York is famous for its excellent cuisine. So, it is evident that to survive in such competitive market it is very important to strategically plan.

Factors to be Studied

To decide on the Location, we need to have a brief study on:

1. New York Population
2. New York City Demographics
3. Are there any Farmers Markets, Wholesale markets etc nearby so that the ingredients can be purchased fresh to maintain quality and cost?
4. Are there any venues like Gyms, Entertainment zones, Parks etc nearby where floating population is high etc
5. Who are the competitors in that location?
6. Cuisine served / Menu of the competitors
7. Segmentation of the Borough

Data Acquisition

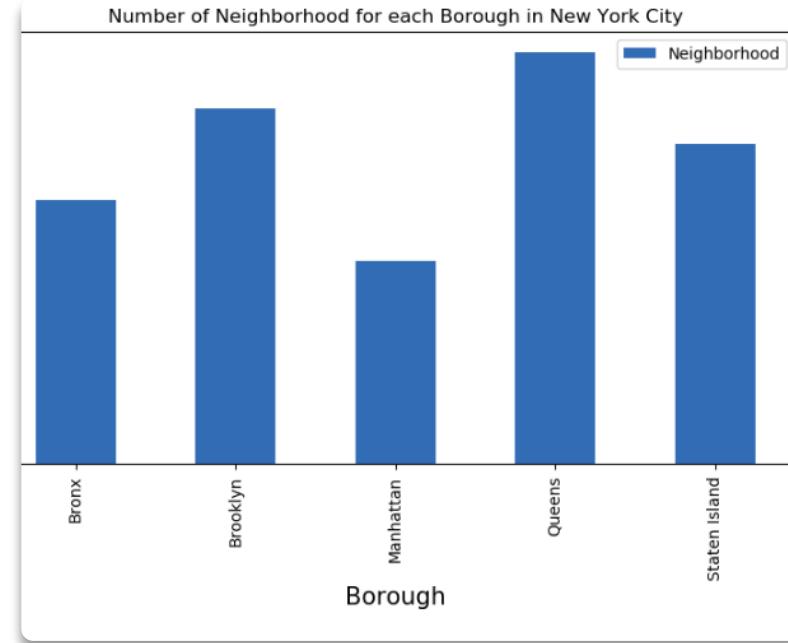
- ▶ For this project we need the following data :
- ▶ **New York City data that contains list Boroughs, Neighborhoods along with their latitude and longitude.**
- ▶ Data source: https://cocl.us/new_york_dataset
- ▶ **Data 2: Indian restaurants in each neighbourhood of New York city.**
- ▶ Data source: Foursquare API
- ▶ Data 3: **GeoSpace data**
- ▶ Data source: <https://data.cityofnewyork.us/City-Government/Borough-Boundaries/tqmj-j8zm>

Approach

- ▶ Collect the New York city data from https://cocl.us/new_york_dataset
- ▶ Using FourSquare API we will find all venues for each neighborhood.
- ▶ Filter out all venues that are Indian Restaurants.
- ▶ Find rating , tips and like count for each Indian Restaurants using FourSquare API.
- ▶ Using rating for each restaurant , we will sort that data.
- ▶ Visualize the Ranking of neighborhoods using folium library(python)

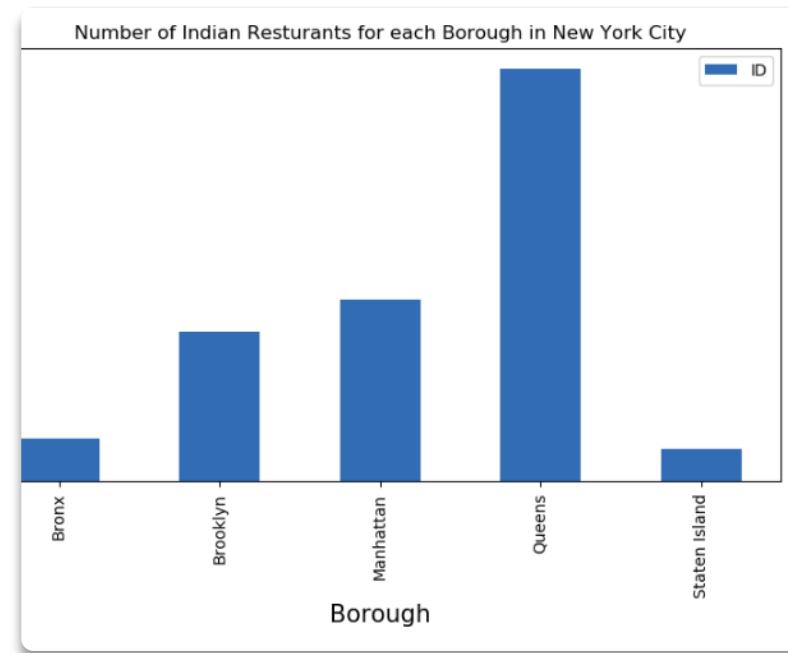
Results

- ▶ We see that Queens has the highest number of Neighbourhoods



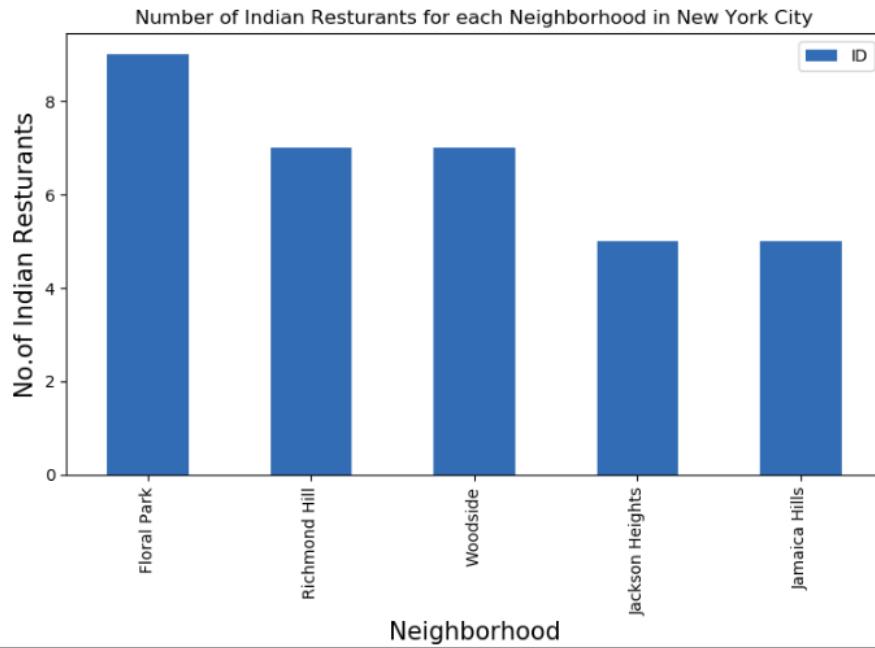
Results - continued

- ▶ Also Queens has the highest number of Indian Restaurants.



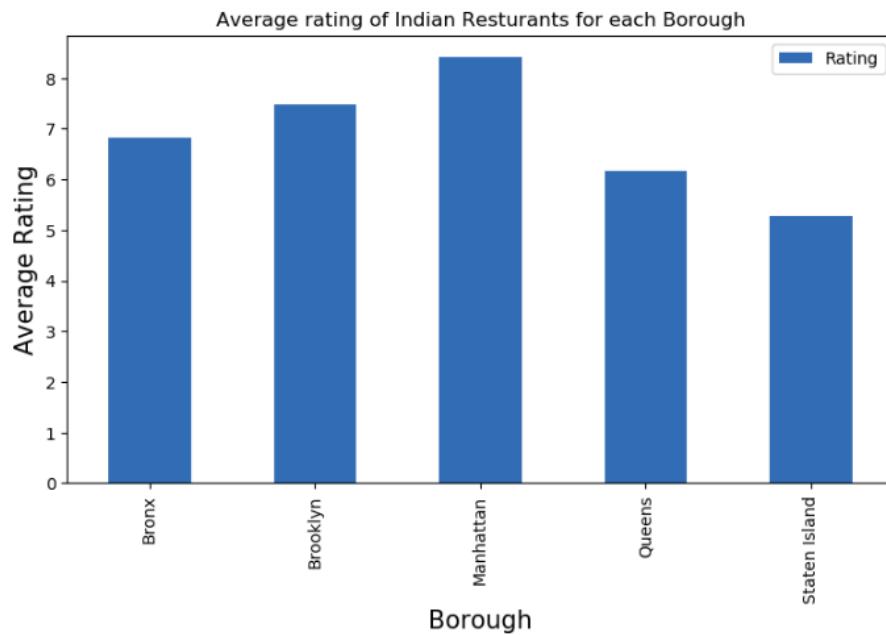
Results - continued

- ▶ Floral Park in Queens has the highest number of Indian Restaurants with a total count of 9.



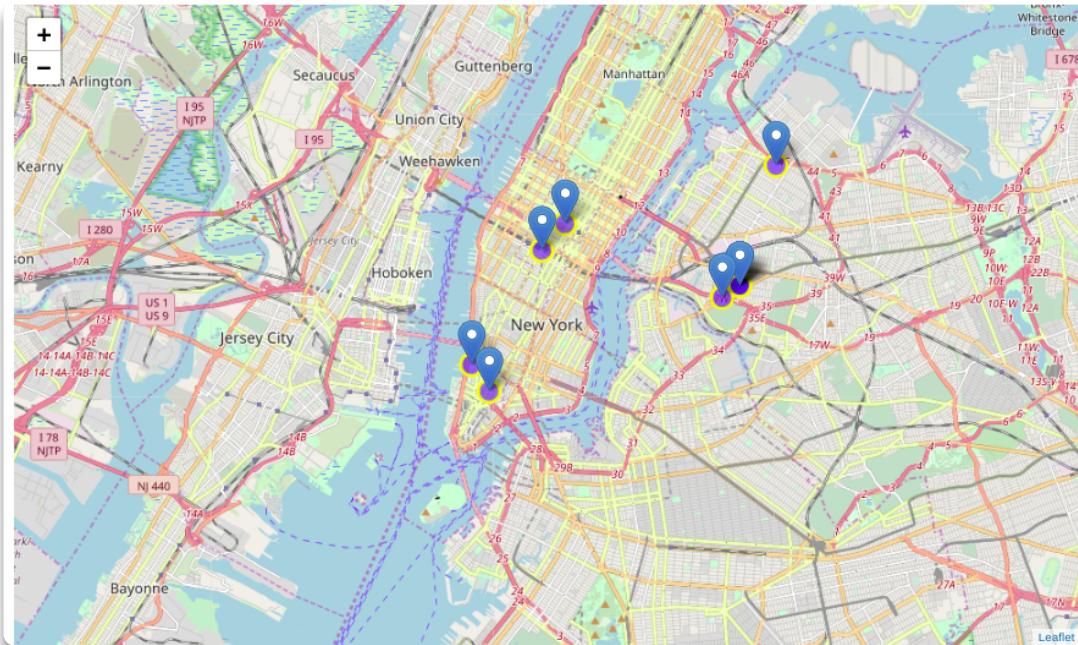
Results - continued

- ▶ Manhattan has the highest average rating for Indian Restaurants



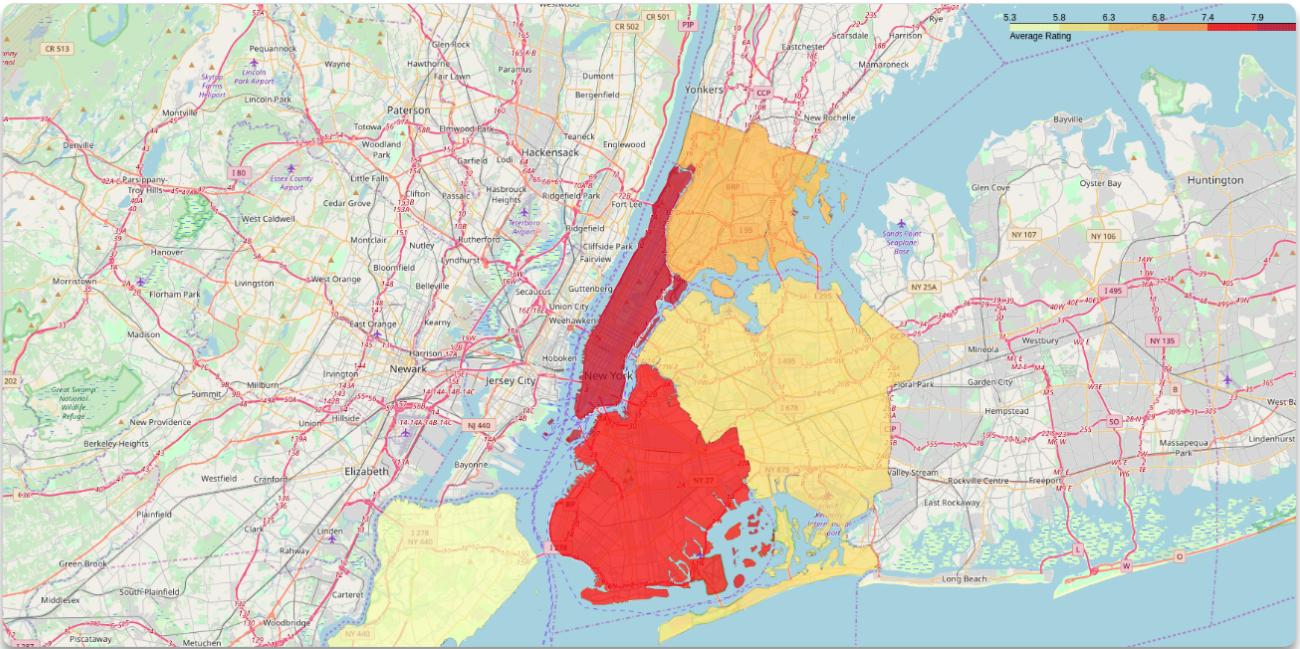
Results on Map visualisation

- ▶ Best neighbourhoods in New York that has highest average rating for Indian Restaurants.



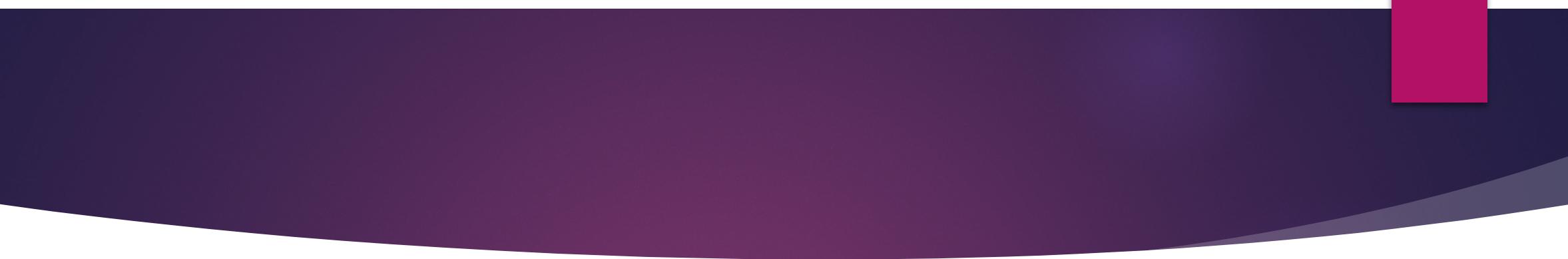
Results on Map visualisation

- ▶ Borough Choropleth map based on average rating of Indian Restaurants



Conclusion

- ▶ Astoria(Queens), Blissville(Queens), Civic Center(Manhattan) are some of the best neighbourhoods for Indian cuisine.
- ▶ Manhattan have potential Indian Restaurant Market/
- ▶ Staten Island ranks last in average rating of Indian Restaurants.
- ▶ Manhattan is the best place to stay if you prefer Indian Cuisine.



Thank you