



Japanese



Restaurant



INTRODUCTION

IDENTIFICATION OF CUSTOMER NEEDS, CHANGE IN CUSTOMER BEHAVIOUR ARE THE STEPPING STONES FOR ANY BUSINESS EXISTANCE AND EXPANSION.

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- Identification of customer needs, change in customer behaviour are the stepping stones for any business existence and expansion. We all know that new York city is the largest city in united states and having hide international immigration over the past decade. New York city was home to nearly 8.5 million people in 2018, accounting for over 40% of the population of new York state and slightly and slightly lower percentage of the new York metropolitan area.

INTRODUCTION

- As there are many immigrations in this area it is required to find the best location for opening Japanese restaurant in new York. However potentially the Japanese restaurant owner can have great success but it is also consider about profit as there will be huge amount invested into it. So, our project will be done to answer questions: 1.Where should the investor open the Japanese restaurant? 2.Where should I go if i want great Japanese food?

DATA SOURCE

- The required data can be obtained by the open source https://cocl.us/new_york_dataset. After this we will obtain geographical locations that is latitudes and longitudes of neighbourhoods. Later we will use Foursquare to obtain the venue details. The project will be done by using web scrapping working with API, data wrangling, visualization.

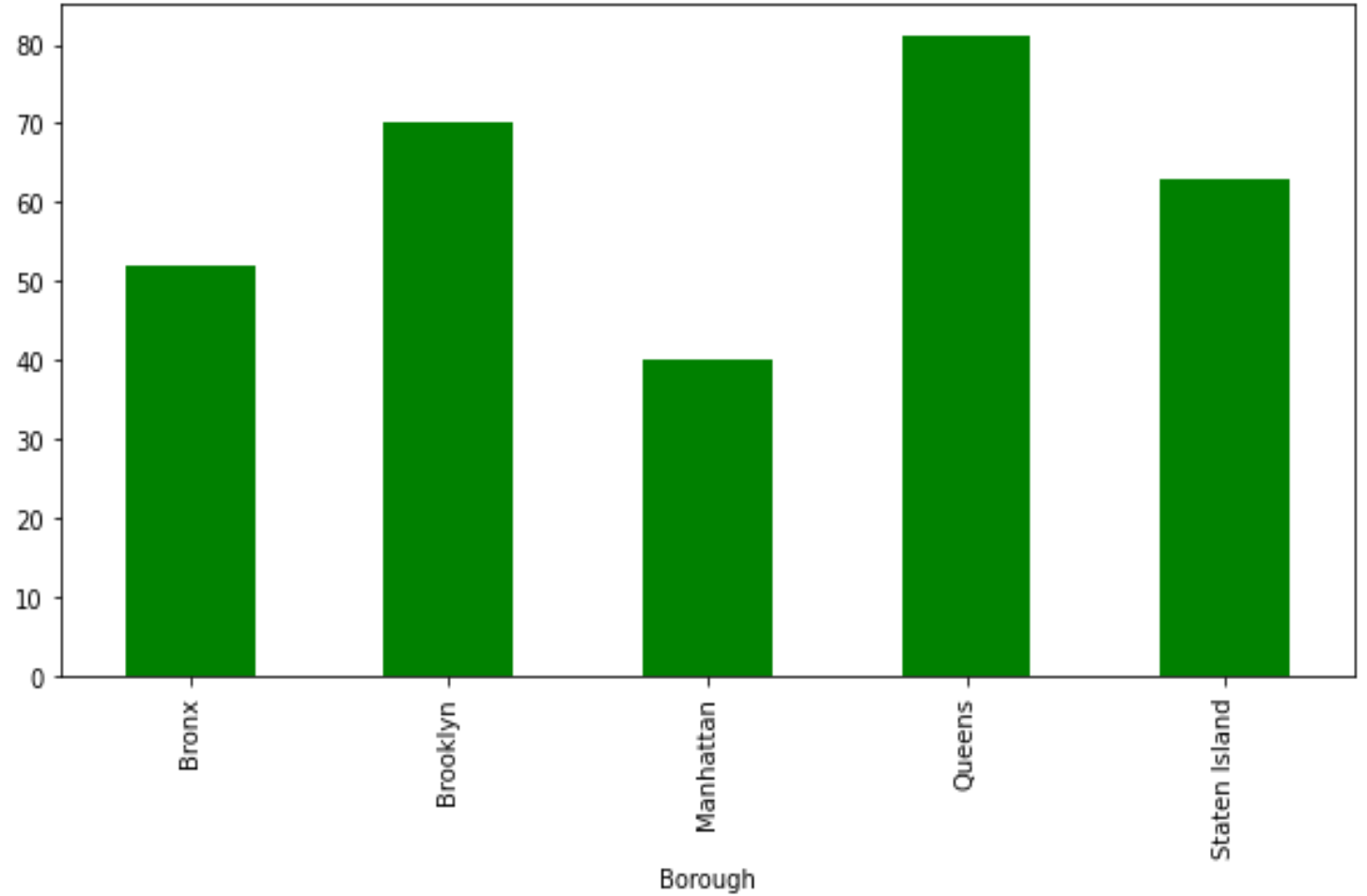
METHADODOLOGY

- After receiving the data, we will use geographical coordinates and work on it by using python geocoder package. Next, we will use Foursquare API to get the data of neighbourhoods.

This project requires the main skills like data wrangling, analysis, cleaning. After cleaning we will be comparing the Japanese restaurants in neighbourhood, Average rating of restaurants and finally we will find which place will be best to open restaurant.

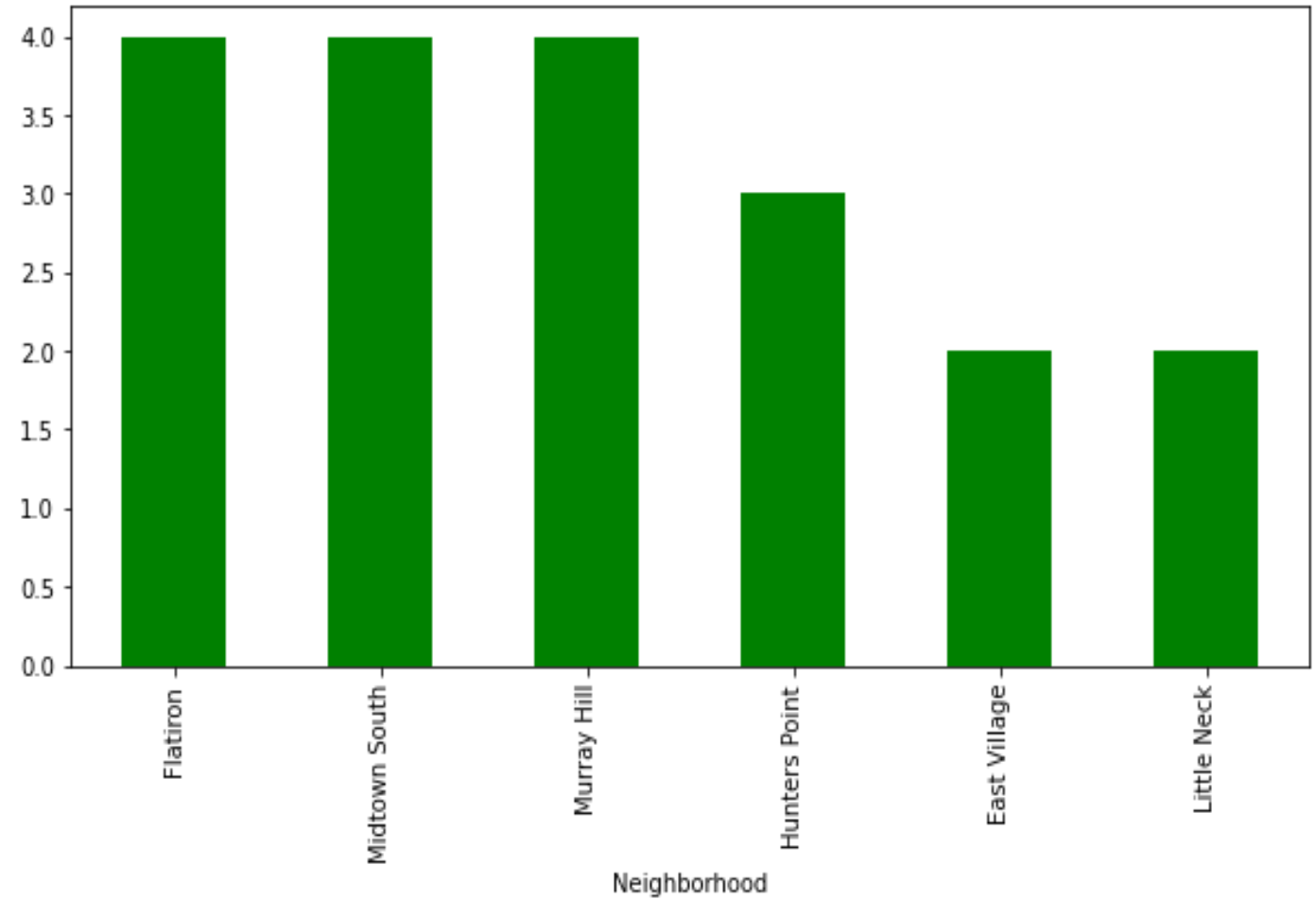
ANALYSIS

NEIGHBOURHOODS PER BOROUGH



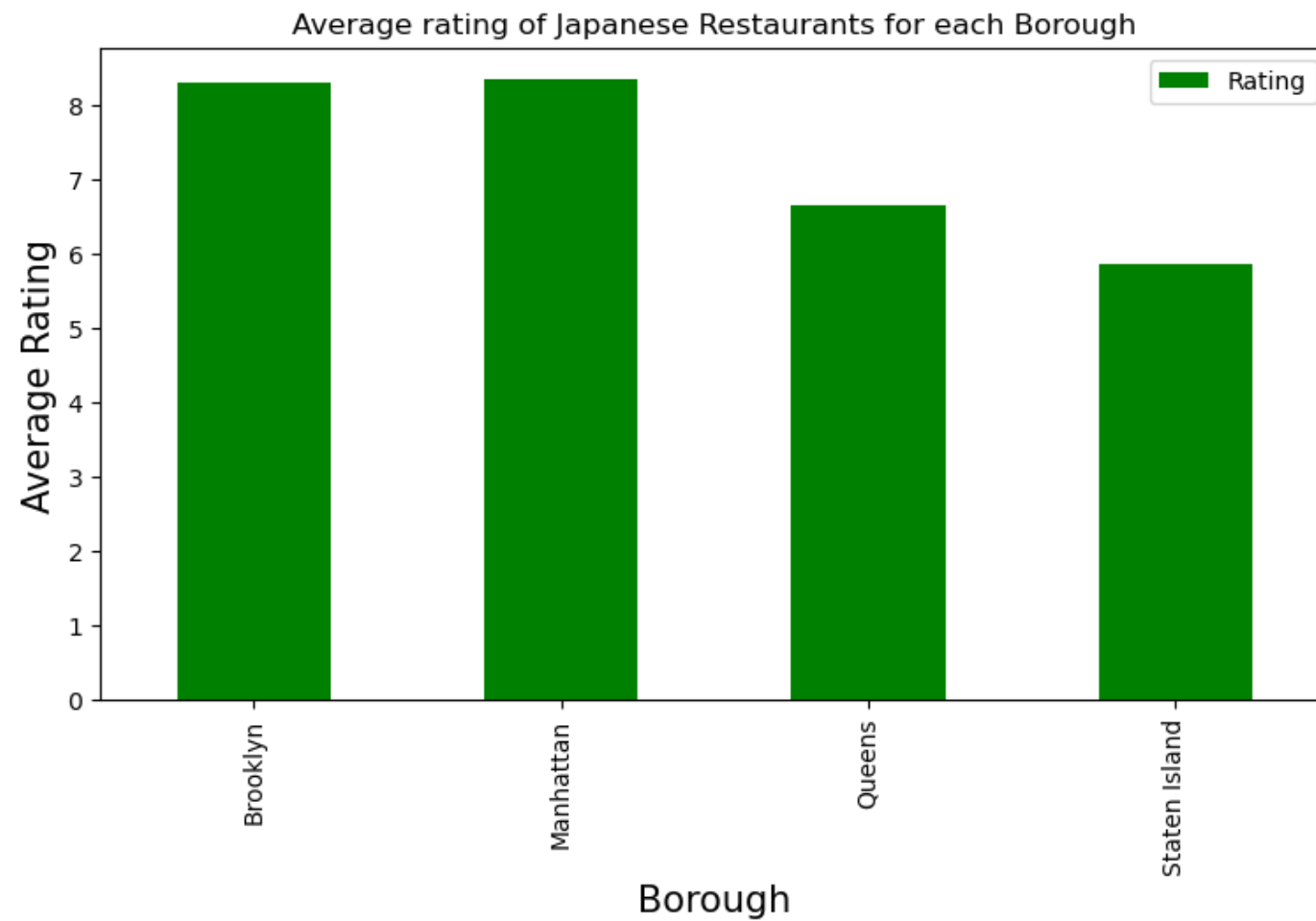
ANALYSIS

JAPANESE RESTAURANTS PER NEIGHBOURHOOD



ANALYSIS

AVERAGE RATING



ANALYSIS

AVERAGE RATING OF NEIGHBOURHOOD

| | Neighborhood | Average Rating |
|----|--------------------|----------------|
| 0 | Bedford Stuyvesant | 8.3 |
| 1 | Boerum Hill | 8.8 |
| 2 | Brooklyn Heights | 8.1 |
| 4 | Carroll Gardens | 8.0 |
| 6 | Chelsea | 8.9 |
| 8 | Cobble Hill | 9.1 |
| 9 | Downtown | 8.9 |
| 10 | East Village | 9.2 |
| 12 | Fort Greene | 8.6 |
| 13 | Fort Hamilton | 8.1 |
| 15 | Grasmere | 8.0 |
| 21 | Lenox Hill | 8.2 |
| 22 | Lindenwood | 8.8 |
| 23 | Little Italy | 8.1 |
| 25 | Lower East Side | 8.4 |
| 26 | Midtown | 8.2 |
| 27 | Midtown South | 8.5 |
| 28 | Murray Hill | 8.4 |
| 29 | NoHo | 8.7 |
| 30 | North Side | 8.9 |
| 31 | Park Slope | 8.8 |
| 32 | Prospect Heights | 8.0 |
| 34 | Soho | 8.7 |
| 35 | South Side | 8.2 |
| 36 | Upper East Side | 8.3 |
| 39 | Williamsburg | 8.2 |

ANALYSIS

LOCATION WISE ANALYSIS



RESULT

- Manhattan and Brooklyn have the best rated restaurants while comparing to the remaining two. Staten Island and The Bronx have the least amount of Japanese restaurants. Based on the gathered information i would suggest to open Japanese restaurant in Brooklyn as it is having less number of restaurants moreover it is having multiple neighbourhood

DISCUSSION

- This project mainly focusses on the point on which location it will be better to open restaurant to feel success. This mainly includes Japanese restaurants. Based on the gathered information i would suggest to open Japanese restaurant in Brooklyn as it is having a smaller number of restaurants moreover it is having multiple neighbourhood

CONCLUSION

- In any business environment when a plan is executed reviewing the plan at regular intervals keeping in mind changes occurred in the scenario is very much essential. Accordingly, necessary changes and modifications should be done in business, execution, future expansion plans to attain the status of sustainability as per local laws

Thank you ...

