Coursera Capstone

IBM Applied Data Science Capstone

Opening an Ethical an African Restaurant in New York

Introduction

The demographics of New York City 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. New York City is home to nearly 8.5 million people as at 2019, accounting for over 40% of the population of New York State and a slightly lower percentage of the New York metropolitan area, home to approximately 23.6 million. Over the last decade, New York City had been described as the cultural, financial, and media capital of the world, significantly influencing commerce, entertainment, research, technology, education, politics, tourism, art, fashion, and sports The New York region continues to be by far the leading metropolitan gateway for legal immigrants admitted into the United States.

This final project explores the best locations for African restaurants throughout the city of New York. Potentially the owner of the new African restaurant can have great prospect of making profit on a consistent basis. However, as with any business, opening a new restaurant requires serious considerations and is more complicated than it seems from the first glance. In particular, the location of the restaurant is one of the most important factors that will affect whether it will a success or a failure. Therefore, our project will attempt to answer the questions - Where should an investor open an African Restaurant and where should he go if he wants great African dish.

Business Problem

The goal of this Capstone project is to explore, analyze and select the best locations in the city of New York to open a new African restaurant. Using Data Science methodology and tools, this project aims to provide solutions to answer the business question: Where in the city of New York, should the investor open an African Restaurant?

Target Audience of this project and some demographic facts

This project is particularly useful to developers and investors looking to open or invest in an African restaurant in New York City. Meanwhile, New York is a great place to open a restaurant with an ethnical cuisine. As New York is the most diverse city in the world with about 800 languages native speakers. With its diverse culture, comes diversity in the food recipes. There are many restaurants in New York City, each belonging to different categories like Chinese, Indian, French, African etc.