

Coursera Capstone
IBM Applied Data Science Capstone

Opening an Ethnical African Restaurant in New York



By: Lawrence Orewa

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?



Data

- **Data required**

- List of borough and neighborhoods of New York
- Latitude and longitude coordinates of those neighborhoods
- Venue data, particularly data related to restaurants

- **Sources of data**

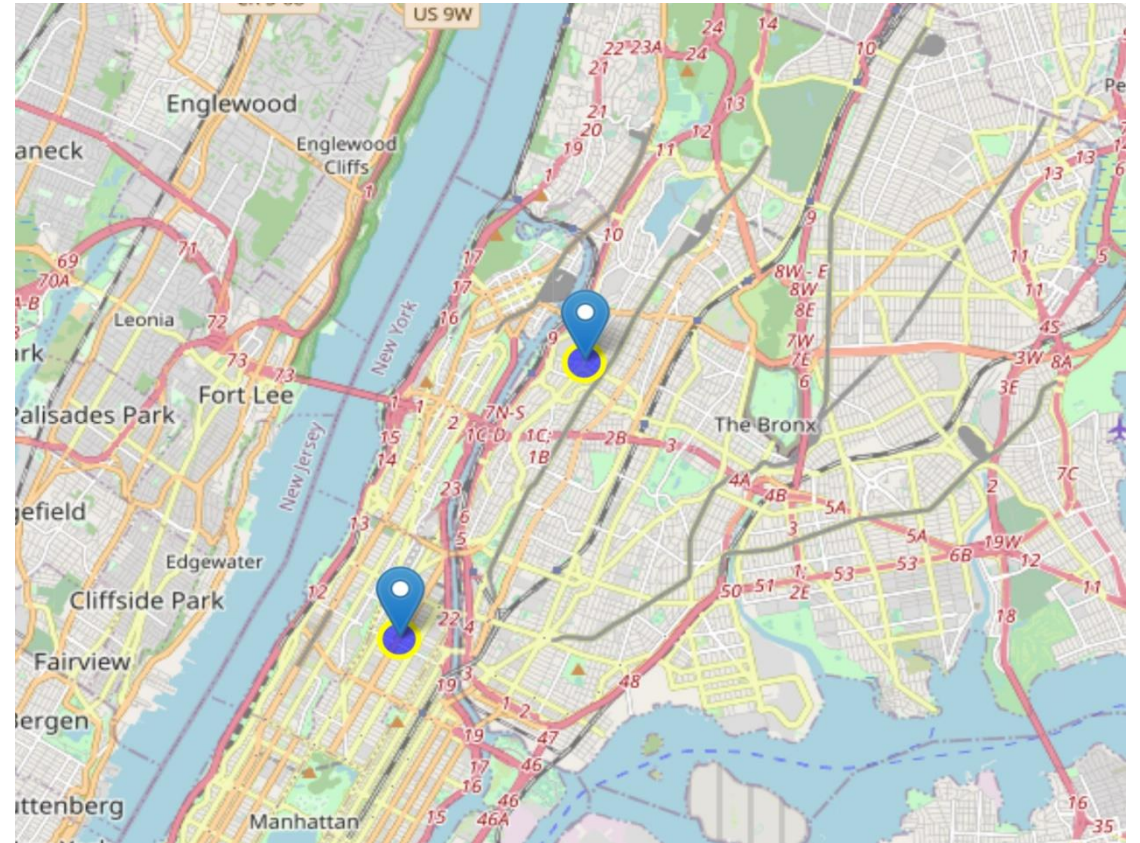
- Open source dataset of New York: https://cocl.us/new_york_dataset
- Geocoder package for latitude and longitude coordinates
- Foursquare API for venue data

Methodology

- Collect the data from https://cocl.us/new_york_dataset. Clean and process the data into a dataframe.
- Using FourSquare, locate all venues and then filter by African restaurants. Ratings, tips, and likes by users will be counted and added to the dataframe.
- Sort the data based on rankings.
- Visually present data by using libraries from Python.

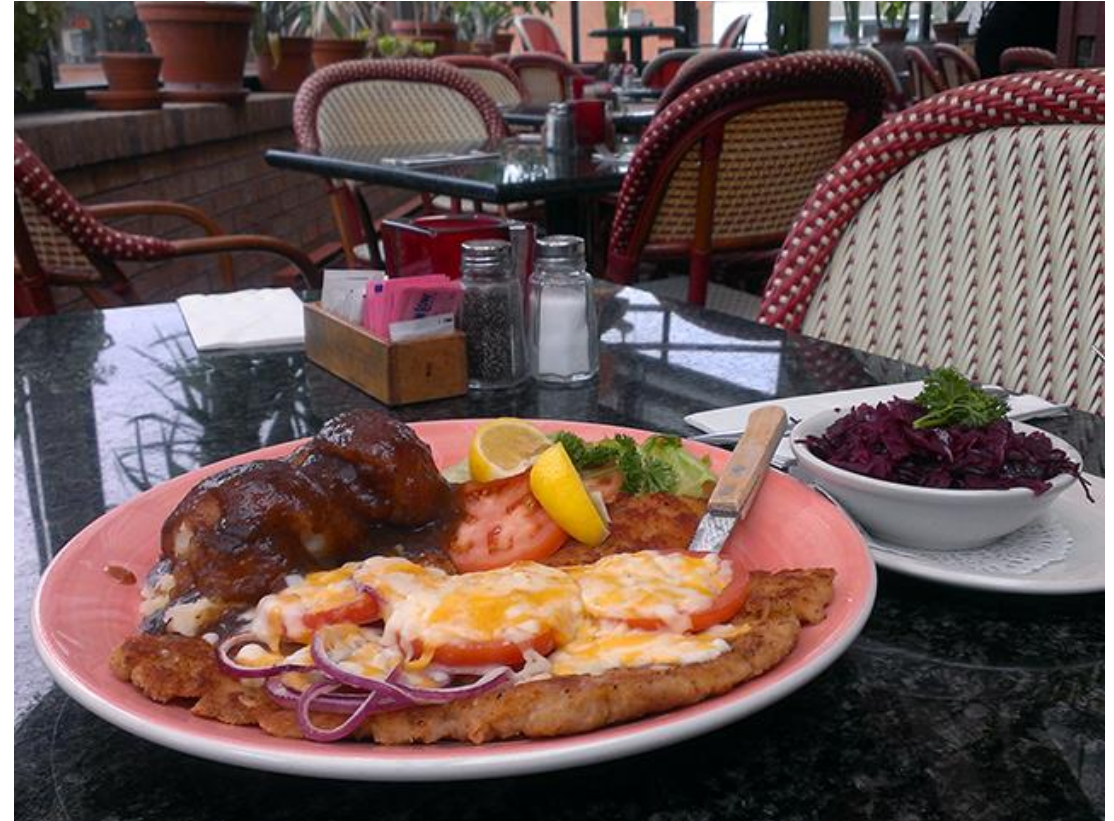
Results

- Manhattan has the highest number of African restaurants when compared to the other boroughs.
- Manhattan has the highest average rating for African Restaurants.
- Two neighborhoods with the highest average rating for African Restaurants are Central Harlem and University Heights.



Discussion Section

- Based on the results of our analysis, Manhattan and Bronx are the best locations for African cuisine in NYC.
- Bronx is a more promising place to open a new African restaurant.
- Neighborhood University Heights is the best place in Bronx to open a new African restaurant.



Conclusion

- The best city in New York an investor should consider opening an African Restaurant is University Heights in Bronx.
- Best rated African Restaurant in NYC is Ponty Bistro Harlem Restaurant in Central Harlem, Manhattan.
- The findings of this project may be employed by an investor in real life to better understand the advantages and disadvantages of different New York neighborhoods/boroughs in terms of opening a African restaurant.

THANK YOU

