



**Open a new restaurant in Brooklyn**  
**Where and which kind of restaurant?**

# Data and methods used...

Basically two data sources:

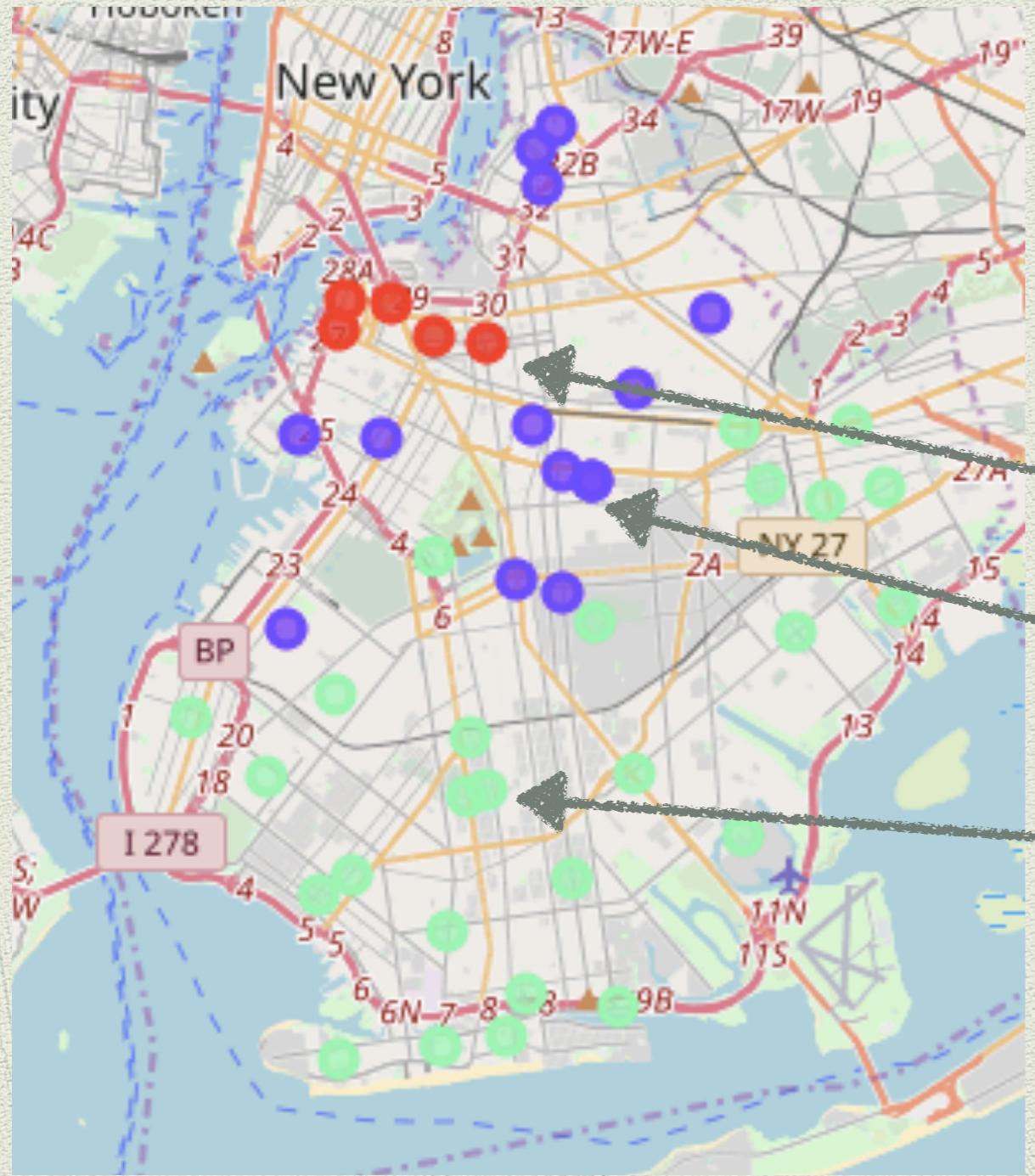
- **Foursquare**: for information about existing restaurants and economic activities (no fee!);
- **New York city open data database**: for demographic information about each neighbourhoods (no fee!).

We use them to compute the restaurant concentrations and the fraction of population for each Brooklyn neighbourhood.

For commercial neighbourhoods, if the restaurant concentration is low and the fraction of population is high, a new restaurant there may be a good idea!



# Data and methods used...



Where are commercial neighbourhoods?

Foursquare and Machine Learning (Kmean)  
can help us!

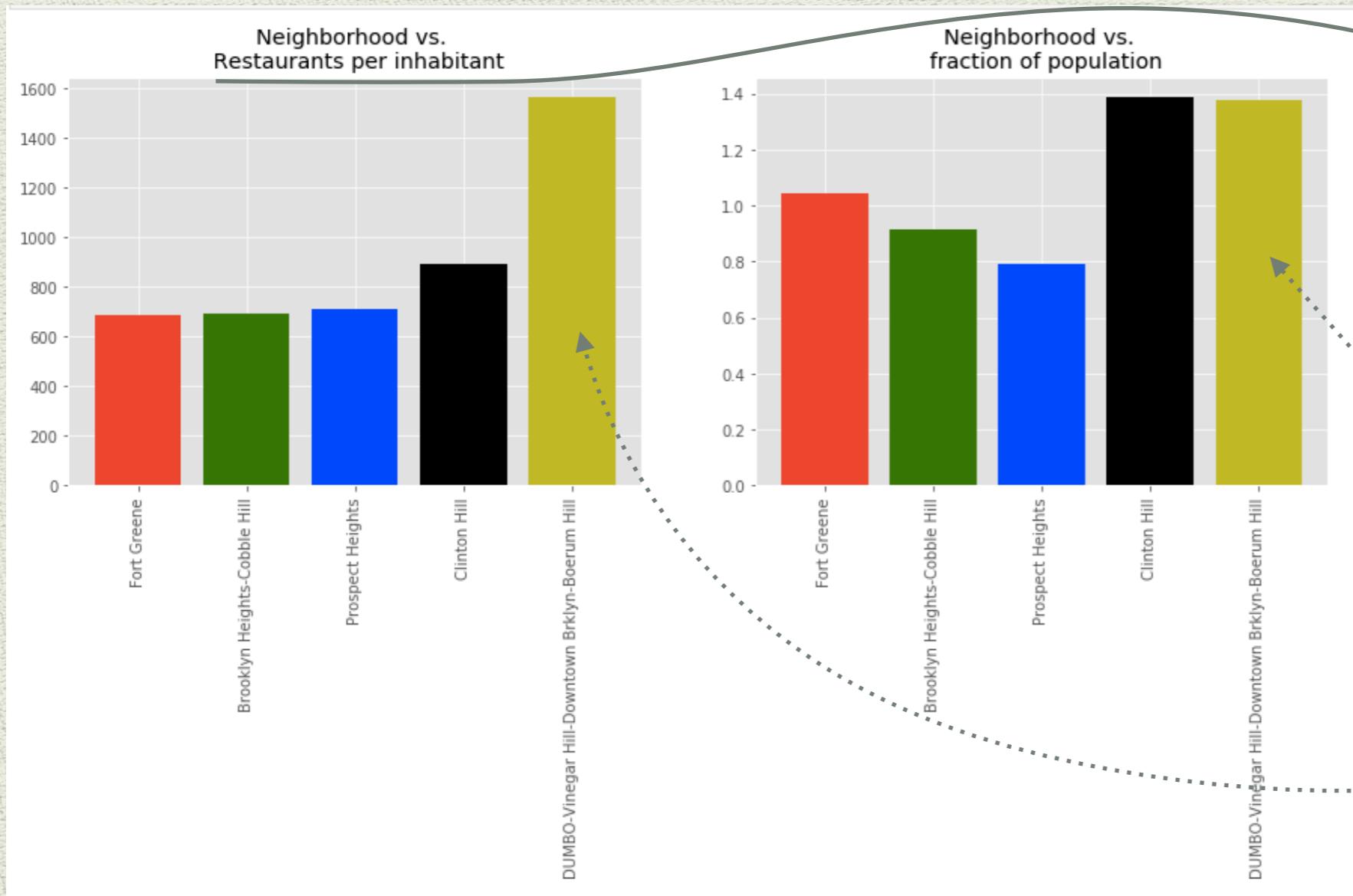
We have 3 meaningful cluster:

- Highly commercial (cluster 0)
- Moderate commercial and moderate residential (cluster 1)
- Highly residential (cluster 2)

# ...and those are the results!

For the cluster 0 (commercial) we suggest:

**DUMBO-Vinegar Hill -  
Downtown Brooklyn - Boerum Hill**



Note: High  
'restaurants per  
inhabitant'  
means low  
restaurant  
concentration.

Higher  
population!

Low restaurants  
concentration!

# ...and those are the results!

In cluster 0 those are the most common kind of restaurants.

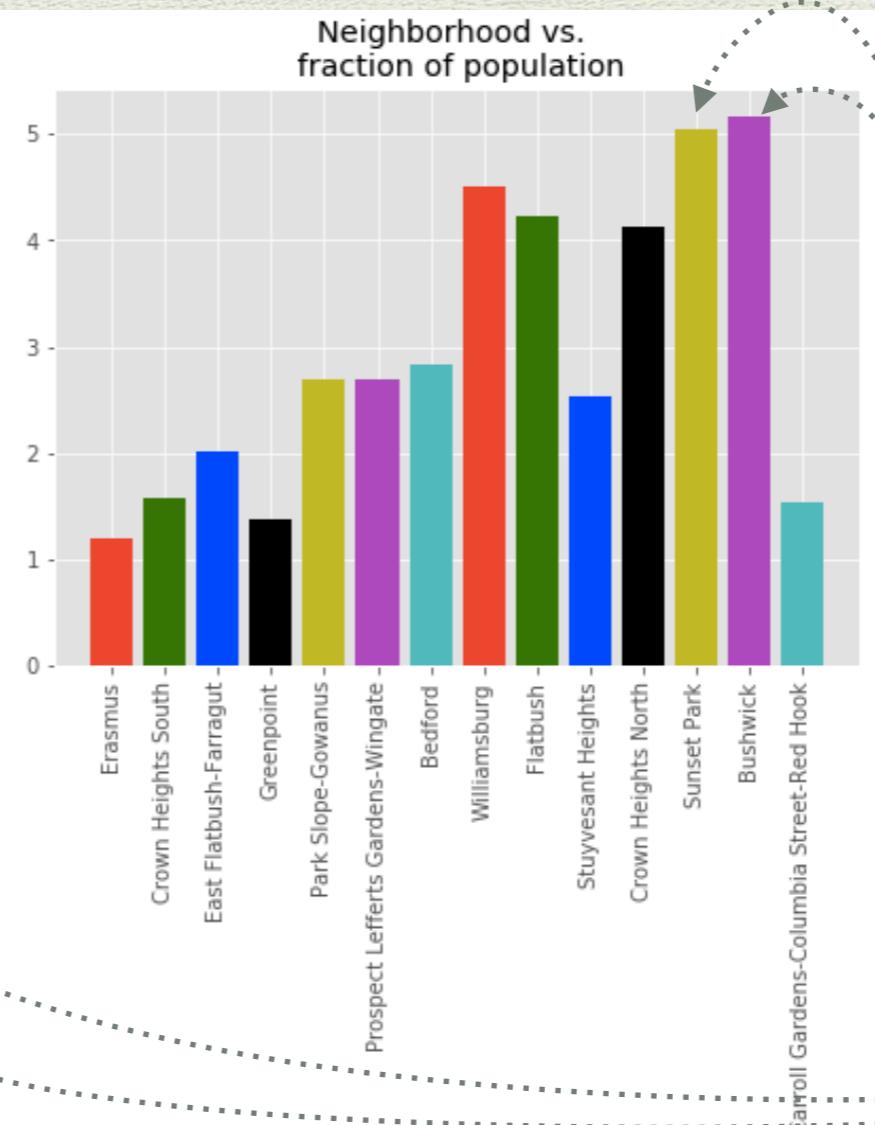
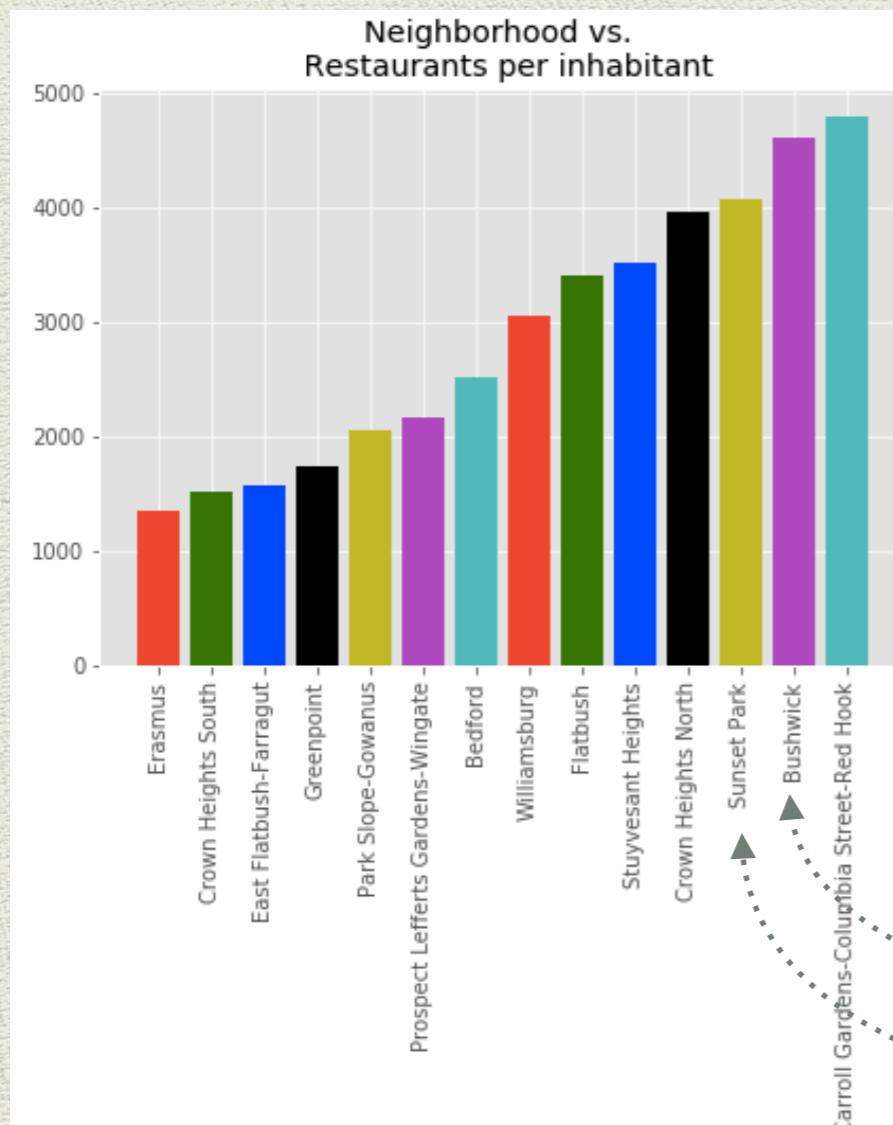
Very common, so high level of competition for new restaurants!  
Better avoid them!

Not so frequent, so better for a new restaurant. Less competition!

neigh_name	DUMBO-Vinegar Hill-Downtown Brklyn-Boerum Hill
1st Most Common Venue	Chinese
2nd Most Common Venue	Diner
3rd Most Common Venue	Sandwiches
4th Most Common Venue	African
5th Most Common Venue	Japanese
6th Most Common Venue	Sushi
7th Most Common Venue	Italian
8th Most Common Venue	Indian
9th Most Common Venue	Mexican
10th Most Common Venue	Deli / Bodega
11th Most Common Venue	American
12th Most Common Venue	New American
13th Most Common Venue	Pizza

# ...and those are the results!

Similarly for cluster 1 (moderate commercial) we recommend:



**Bushwick & Sunset park**

**Higher population!**

**Remember:  
we want  
both  
parameters  
high.**

**Low restaurants  
concentration!**

# ...and those are the results!

and in cluster 1 the most common kind of restaurants are:

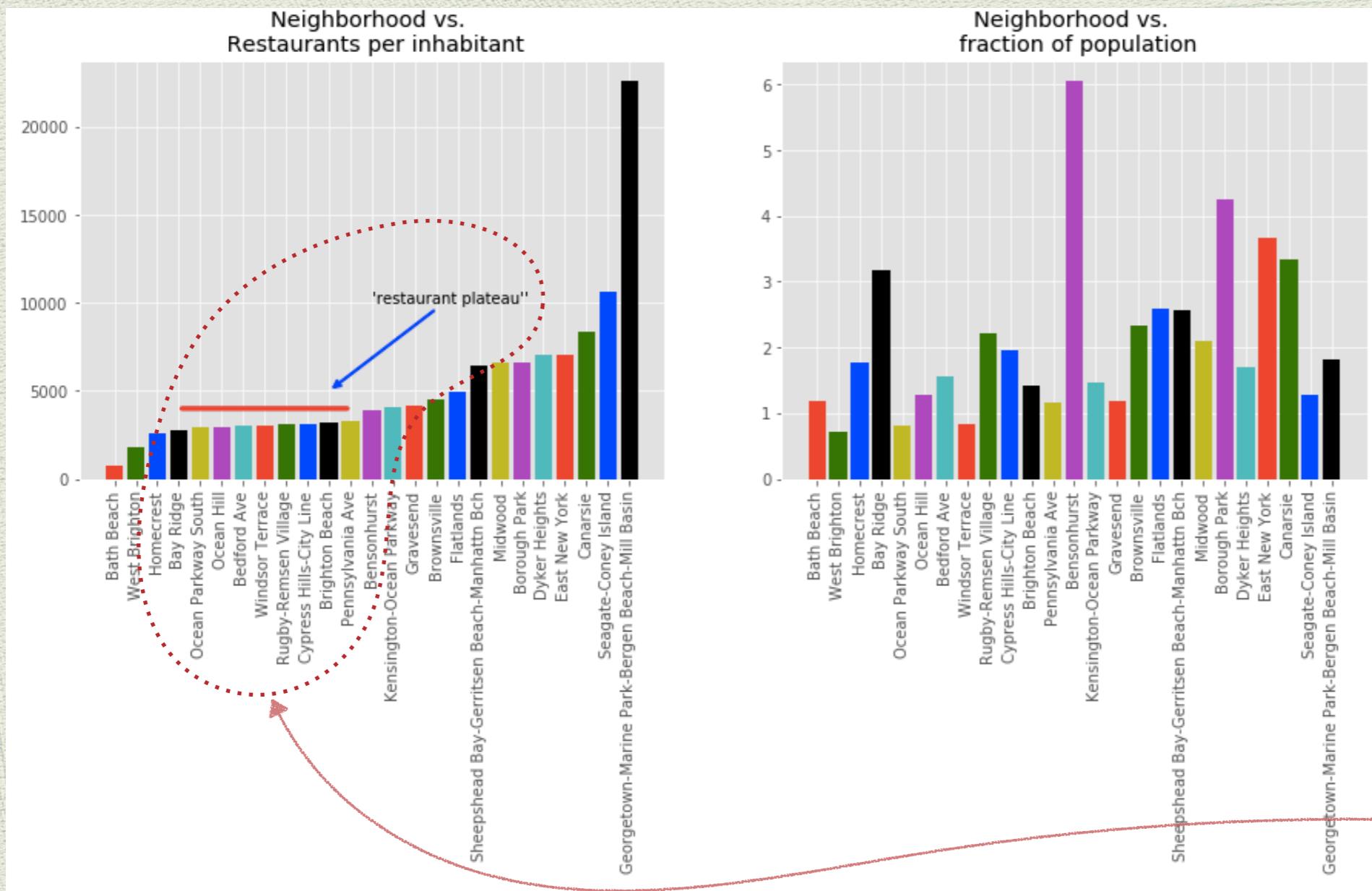
Very common, better  
avoid them!

Good, less competition!

neigh_name	Sunset Park	Bushwick
1st Most Common Venue	Chinese	Chinese
2nd Most Common Venue	Mexican	Spanish
3rd Most Common Venue	Latin American	Pizza
4th Most Common Venue	Spanish	Mexican
5th Most Common Venue	Caribbean	Latin American
6th Most Common Venue	Sandwiches	Asian
7th Most Common Venue	Asian	Caribbean
8th Most Common Venue	American	Deli / Bodega
9th Most Common Venue	Cantonese	Kebab
10th Most Common Venue	French	Japanese
11th Most Common Venue	Kebab	Italian
12th Most Common Venue	Japanese	Indian
13th Most Common Venue	Italian	Greek

# ...and those are the results!

For the cluster 2 (residential) we have:



No specific recommendations here: low restaurant concentration may indicate that the restaurants there have low visibility (as in a residential area)

Maybe the best choice lies in the 'restaurant plateau'...

**"I grew up in  
Manhattan,  
and now I live  
in Brooklyn."**

Paul Dano



**Thank you for the  
attention.**