

Opening a luxury sushi restaurants in New York City.

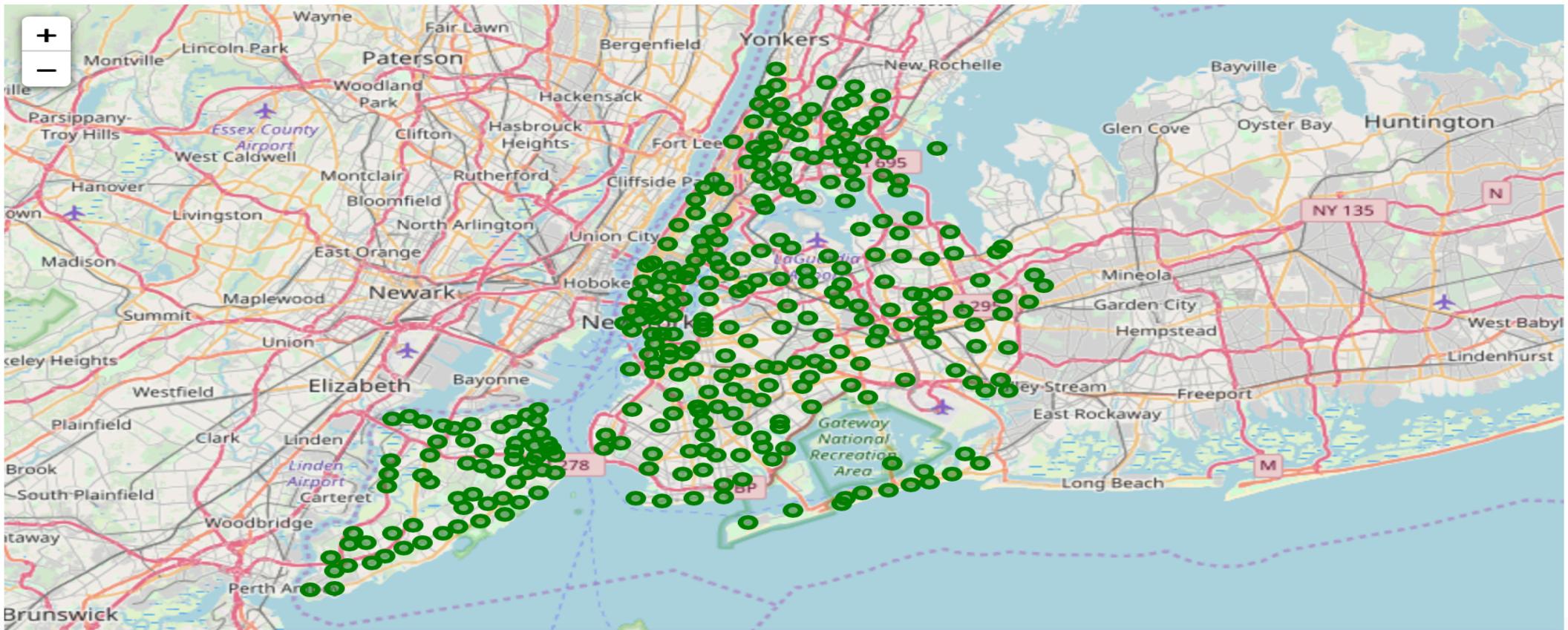
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Introduction and Business Problem

- Opening a luxury sushi restaurant in New York City is not easy. Not everybody in this city can afford to open that kind of restaurants.
- Moreover, the restaurant need to compete with other restaurants in the same Borough. New York have five boroughs: Brooklyn, Queens, Manhattan, The Bronx, and Staten Island.
- The luxury sushi restaurants will require a high gross domestic products borough.
- High population borough will also help the business go smooth.

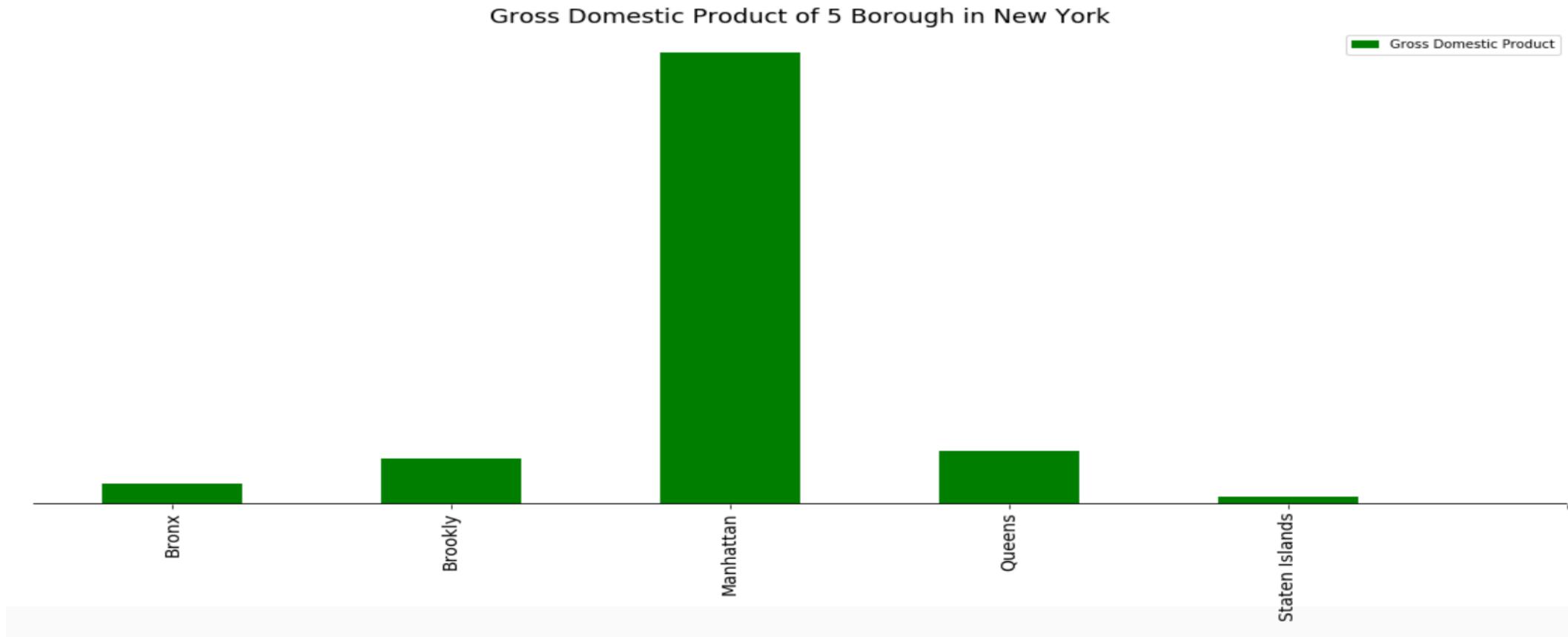
Data and Results

- **Data 1:** The number of borough and neighborhood in New York City will be found using New York Geo data.



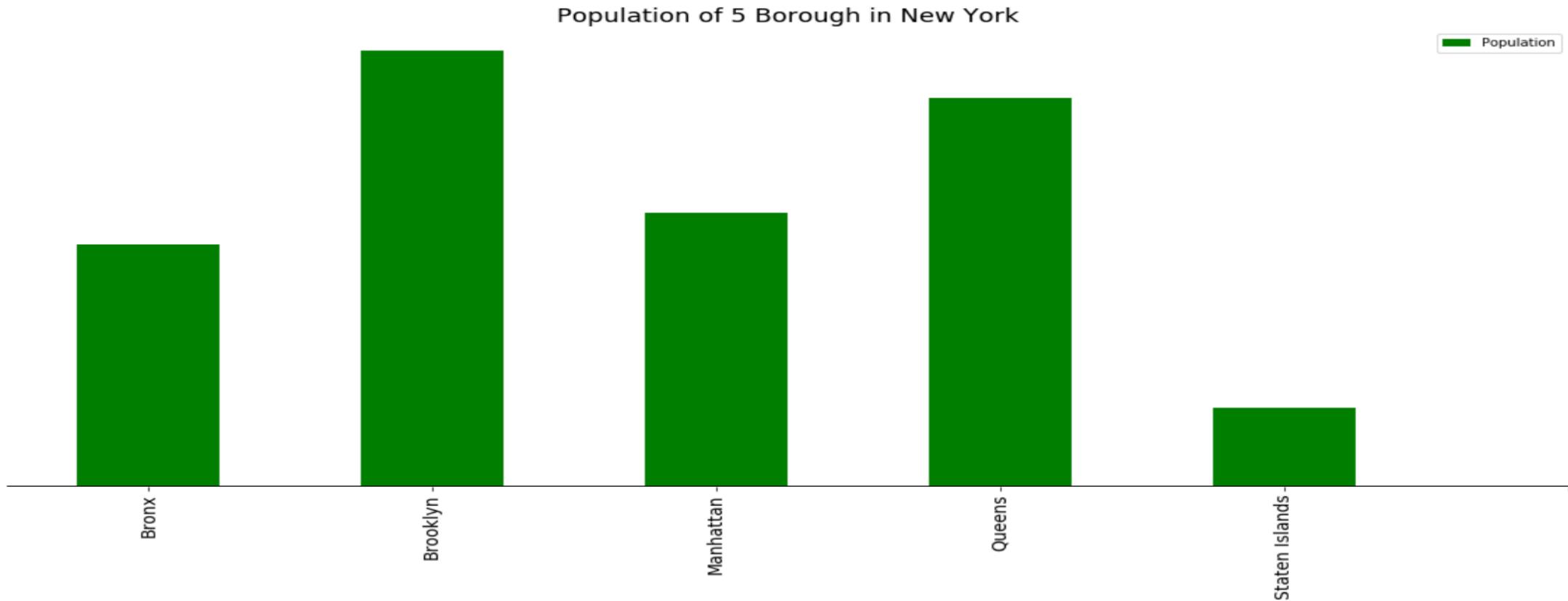
Data and Results

- **Data 2:** The finding of a High Gross Domestic Products borough could potentially be the place for the restaurants.



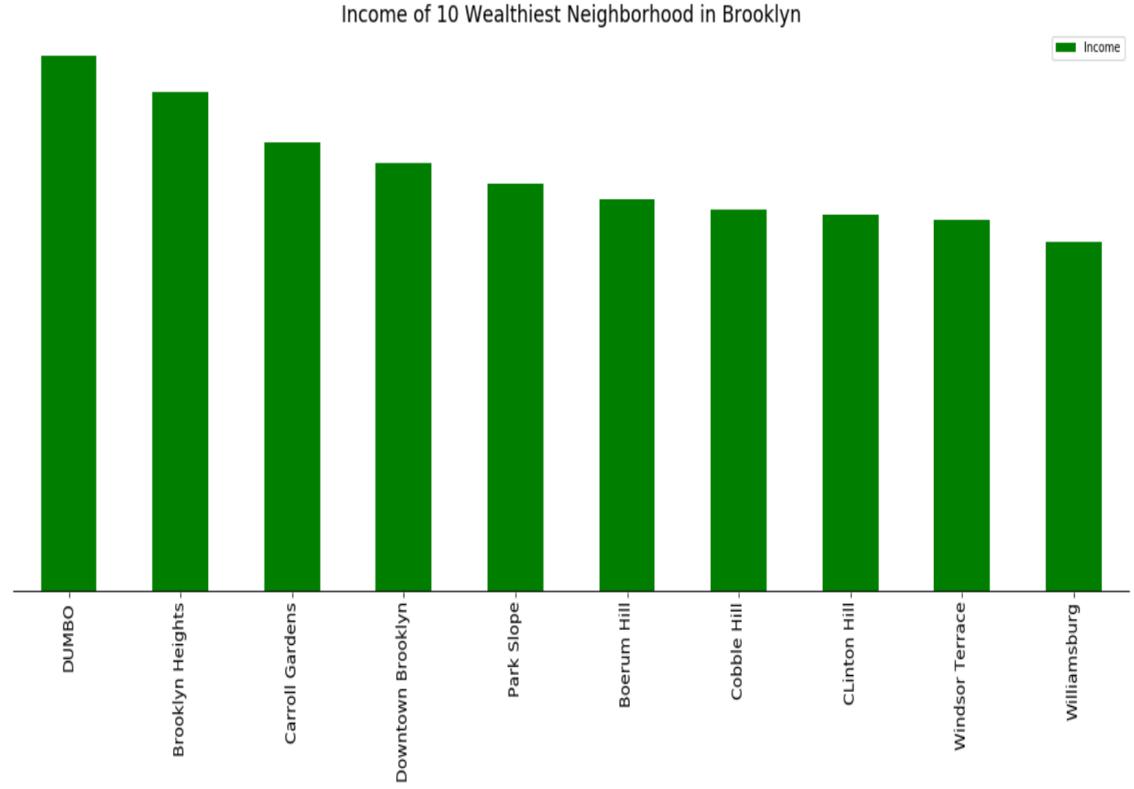
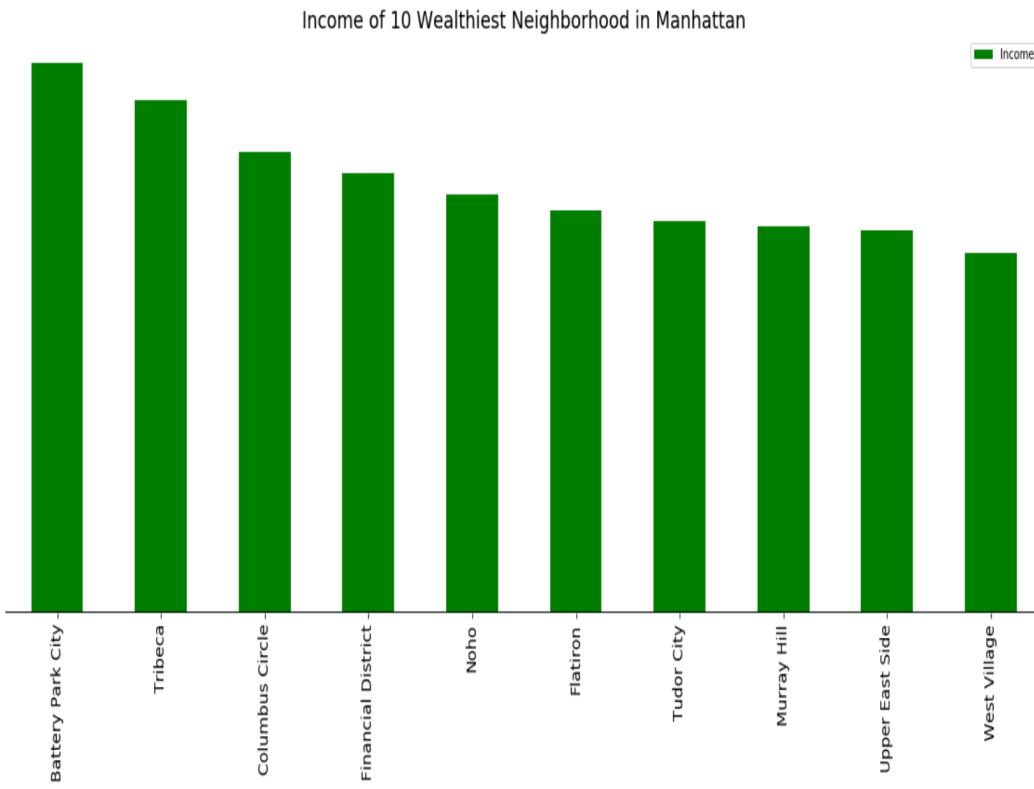
Data and Results

- **Data 3.** The highest population borough will potentially be chosen for opening this luxury sushi restaurant. Population means the number of people living in this borough



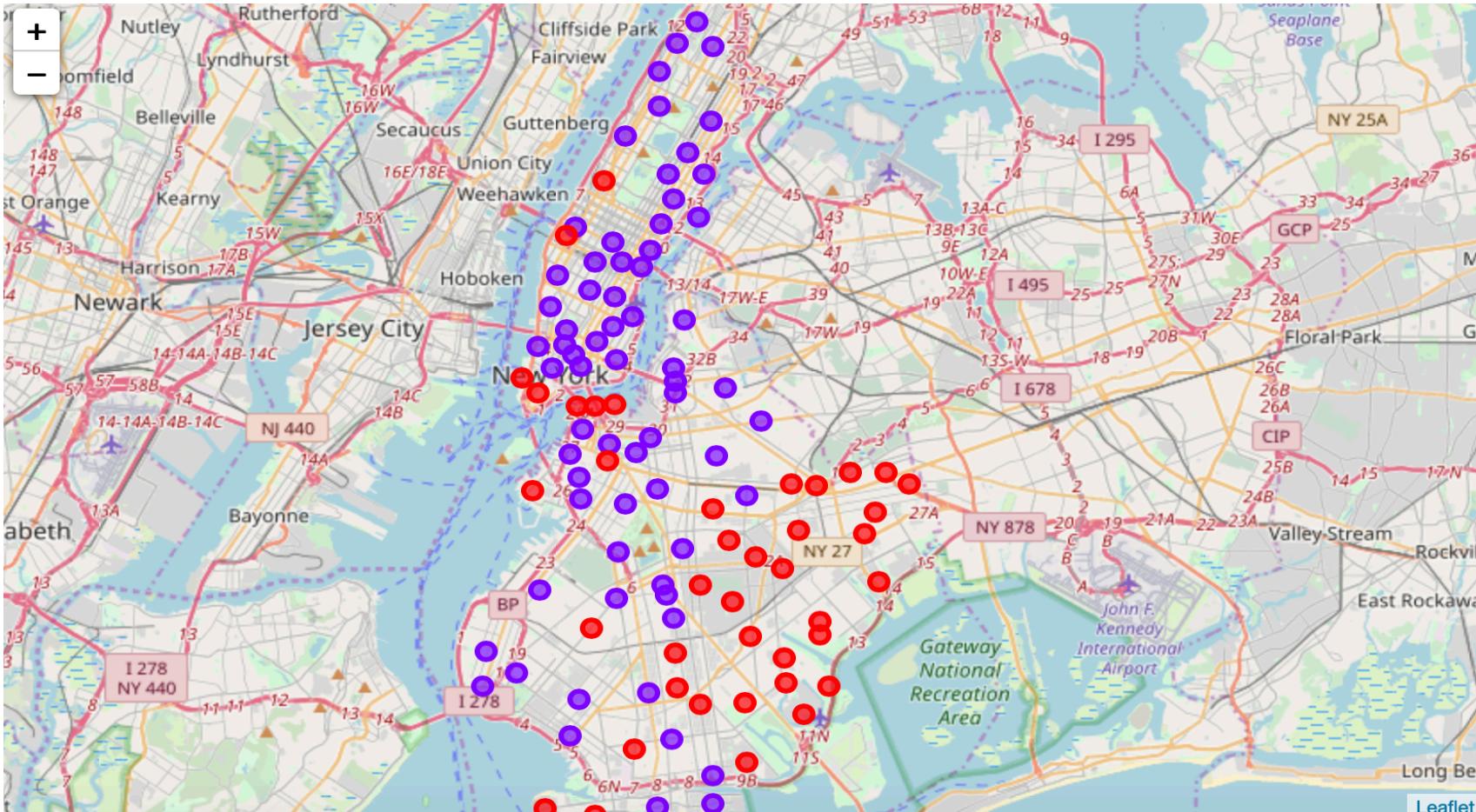
Data and Results

- **Data 4.** Ten neighborhoods inside those two boroughs will be analyzed to find the highest income of neighborhood



Data and Results

- **Data 5.** The New York geographical coordinates will be used for Foursquare API. Thus, the data acquainted from Foursquare API will help us discover more about neighborhood in chosen borough of New York City.



Discussion and Conclusion

- Manhattan and Brooklyn are two most suitable boroughs for opening a luxury sushi stores.
- 10 neighborhood that have highest income of Brooklyn and Manhattan is also suitable for opening this restaurant.
- However, the competitive in these 2 boroughs is high, if the restaurant is unique, it may attract many customers and earn very high income.

Thank you !