Open an authentic Chinese restaurant in Staten Island, NYC

Introduction & Business Problem:

Problem Description:

The City of New York is the financial capital and the largest city of the United States. The city is well known as the "melting pot" of diverse cultures. It provides lot of business opportunities and business friendly environment.

New York City has 5 boroughs: Bronx, Brooklyn, Manhattan, Queens and Staten Island-Each with dozens of neighborhoods lending their own local flavor. The present project is going to focus on studying the possibility to open a new Chinese restaurant in the relatively underexplored and underserved New York City Staten Island borough.

Problem Statement:

1. What is the best Neighborhood/Location for a new Chinese restaurant in Staten Island, New York City?
2. Which Neighborhood/Location offers the best chance of success to a new Chinese restaurant?

Target Audience:

- Business starters who plan to open their first restaurant.

- Restaurant owners who want to invest in a chain store.

- Data Scientists/Analysts who want to design a ML flow for finding the best location to open a business at a given location.

- Students or professionals interested in the Data Science field who want to learn and implement some of the most used Data Analysis techniques.

Success Criteria:

The success criteria of the project will be a good recommendation of Neighborhood choice to interested party based on scarcity of any or Chinese restaurant and a sizeable potential clients pool surrounding the chosen location.