The Battle of Neighborhoods

Description of the problem and background

New York can be called the financial capital of the world. As a metropolis, it has rich and diverse culture where people from all over the world come to work. Owing to the liberal immigrant laws of the US, many have made it their home. This brings myriads of culture to the city making New York a multicultural city. In such a multicultural city, people often work as much as they socialize culturally. Apart from working in sophisticated sectors they have started their business too. One of such venues for socializing are the restaurants of the city, many of which are being run by immigrants from all across the world.

Since restaurants serve a purpose of spending time with friends and families, it turns out to be a profitable business. So much so that an increasingly number of people are investing in food and beverage business in New York.

In such a scenario, we intend to build a solution that helps the new investors in their decision making for a new investment that is profitable. This can be effectively done by using data driven technologies like Data Science which makes recommendation on the profitable parameters to the people who need to make a decision.

Our solution will take into consideration the below parameters:

1. Neighborhood
2. Competitors
3. Menu that competitors serve
4. Another place of interest nearby viz supermarket, park etc.

Description of the data and ow it will be used

The data to be used for building this solution will primarily be the location data fetched from Foursquare website that helps you discover and share information about businesses and attractions around a location.

Below is the sample of the locality data that will be used

(Source: https://cocl.us/new_york_dataset)

	Borough	Neighborhood	Latitude	Longitude
0	Bronx	Wakefield	40.894705	-73.847201
1	Bronx	Co-op City	40.874294	-73.829939
2	Bronx	Eastchester	40.887556	-73.827806
3	Bronx	Fieldston	40.895437	-73.905643
4	Bronx	Riverdale	40.890834	-73.912585

The about the restaurants in New York will be further used to do the requisite analysis

(Source: Foursqaure)

name	categories	address	lat	lng	labeledLatLngs	distance	postalCode	cc	city	state	country
Harry's Italian Pizza Bar	Pizza Place	225 Murray St	40.715218	-74.014739	[{'label': 'display', 'lat': 40.71521779064671...	77	10282	US	New York	NY	United States
Conca Cucina Italian Restaurant	Food	63 W Broadway	40.714484	-74.009806	[{'label': 'display', 'lat': 40.71448400000000...	499	10007	US	New York	NY	United States

Geospatial data for New York City will be used to make the visualization easy to understand for the business decision makers

(Source https://data.cityofnewyork.us/City-Government/Borough-Boundaries/tqmj-j8zm)

Based on the above datasets, the ***Area of Interest*** in terms of neighborhood if New York City will be recommended for the decision makers to zero in at a choice to open a certain variety of restaurant, in this case an Indian restaurant.