

# Exploring Opportunities for Upcoming Japanese Restaurant in New York City

New York City



# Introduction

## Background

- New York, also known as the Big Apple, is a city which offers infinite things to do and places to see. To make the most of your holidays, preparing your trip well and a good guide of the city are essential. It is possible to find all different types of restaurants and prices in the Big Apple. Culinary speaking, New York City isn't expensive and it is perfectly possible to spend little when eating out.

As New York consists of 5 main districts, I will aim to analyze the problem by looking into existing Japanese restaurant within the individual districts.

## Problem

- What is best location in New York City for Japanese Restaurant ?
- Which areas have potential Japanese restaurant Market ?
- Which all areas lack Japanese restaurants ?
- Which is the best place to stay if I prefer Japanese Cuisine ?



# Data & Methodology

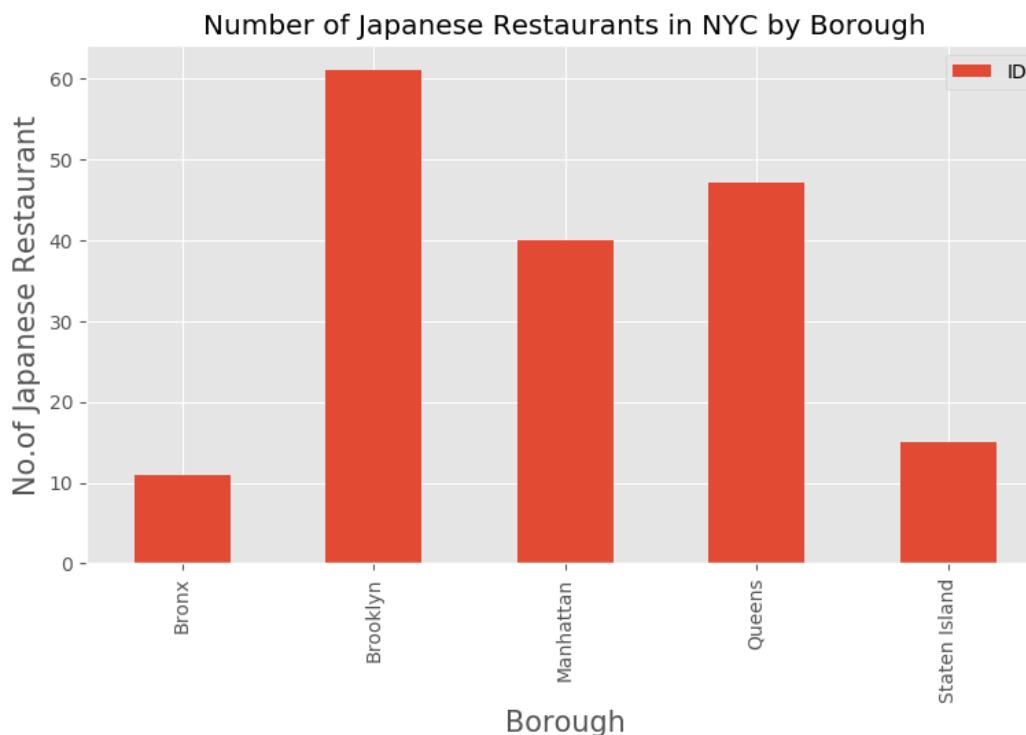
Example of New York neighborhood dataset

	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

## Method

- Collect the NY city data
- Using FourSquare API we will find all venues for each neighborhood.
- Filter out all venues that are Japanese Restaurants.
- Find rating , tips and like count for each Japanese Restaurants using FourSquare API.
- Using rating for each restaurant , we will sort that data.
- Visualize the Ranking of neighborhoods using folium library(python)

# Results & Discussion



## Potential Locations for Japanese Restaurant

- The successful possibility of investing Japanese Restaurant is the Bronx area because there are less competitive.
- However, the other factors should be incorporated for future investment decision such as the type of Japanese Restaurant, the average price of food over the neighborhood area, property and estate price, operating cost, and overall revenue for doing business over the interested area.

## Conclusion

This project has provided deep insight on the food venues in New York City, and can also be used to analyze the potential of setting up various types of food shops in the area. Furthermore, the project has demonstrated how skills in data mining, data cleaning, data visualization and machine learning can be combined and harnessed to solve a Data Science problem.

## Limitations

Some data used could be the accuracy of the Foursquare information such as the name of restaurant. However, rating data is not available; therefore, the interpretation could be inaccurate.