New York Restaurant Data Project

for

ABC Multi Cuisine Inc

By Data Science Team

Introduction

- The Company
  - ABC Multi Cuisine Inc to start a new restaurant in the **New York** area by the end of Q3 of 2020.
- The Location
  - New York: Financial Capital
  - Diverse population
- Business Problem
  - specializes in **Indian**, **Chinese**, **American,** and **Italian** cuisine
  - Identify the neighborhood in New York to launch their first restaurant in the **New York** region
- Success Criteria
  - Identify the best location
  - Identify the best category of cuisine recommendation for the given neighborhood

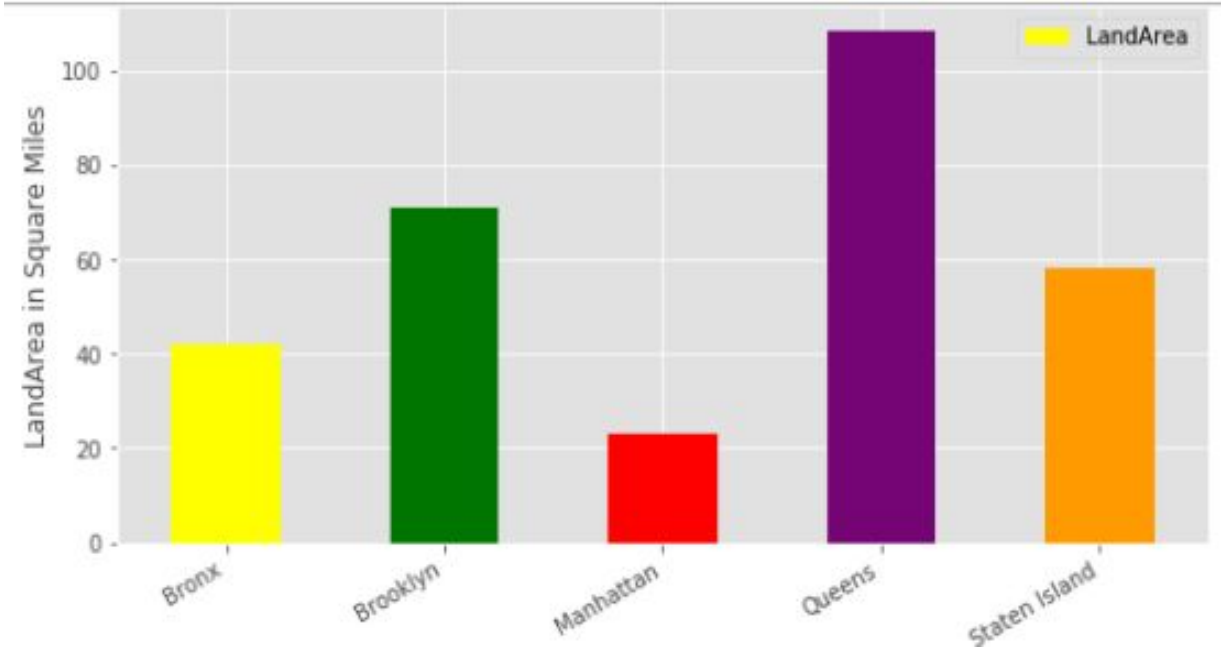
New York City OVerview

- City Divided into 5 Boroughs: Bronx, Brooklyn, Manhattan, Queens, and Staten Island
- Industries: industries ranging from Finance, Software, Retail, Consumer, Tourism
- Areas of Focus for the analysis
    - List of zip codes mapped to Boroughs
    - Land Area of Boroughs
    - Per Capita Income of People in Each Borough
    - Persons Per Square Miles
    - Total Population
    - Existing Players per cuisine in the market segment of each Borough
    - Compare Similarities and Dissimilarities between all five Boroughs

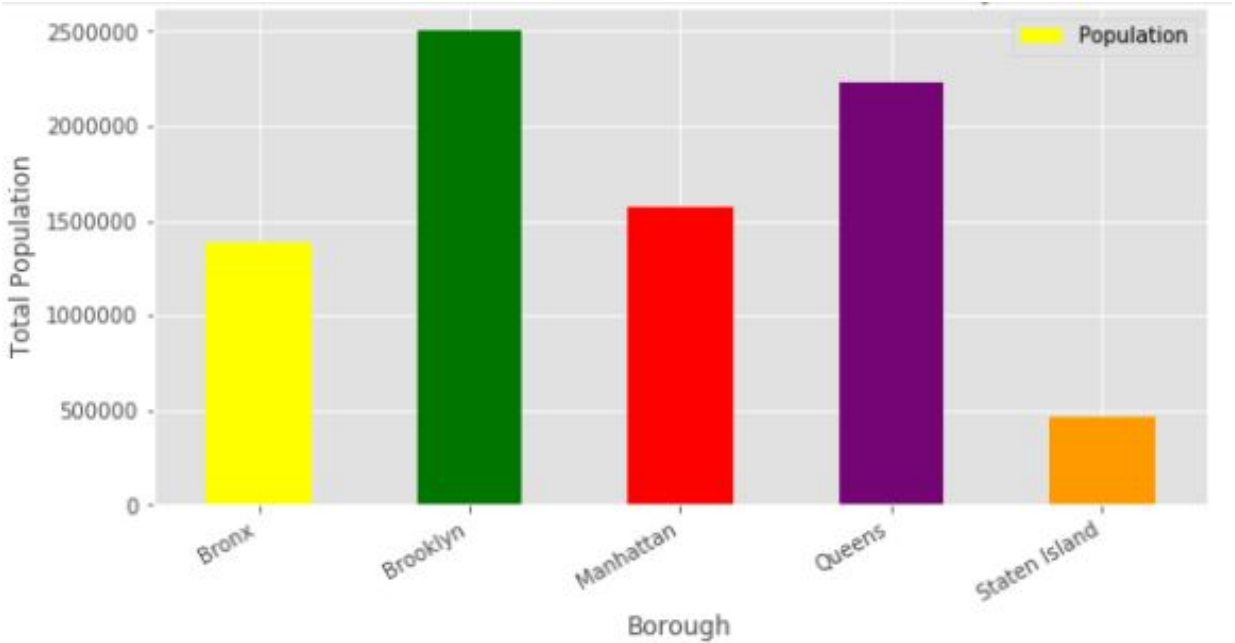
Data Providers

- New York Neighborhood Data
- Land Area / Population Density by Boroughs
- Population By Zip Codes for all Boroughs
- FourSquare Restaurant Categories Data

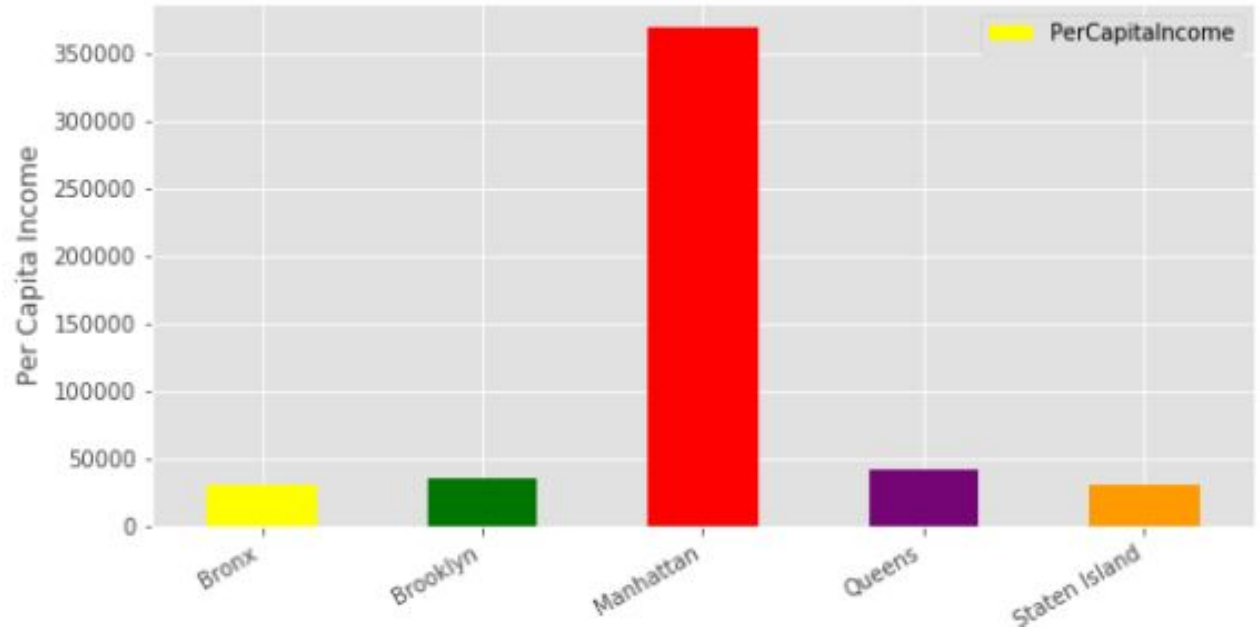
New York City Data Analysis - Land Area



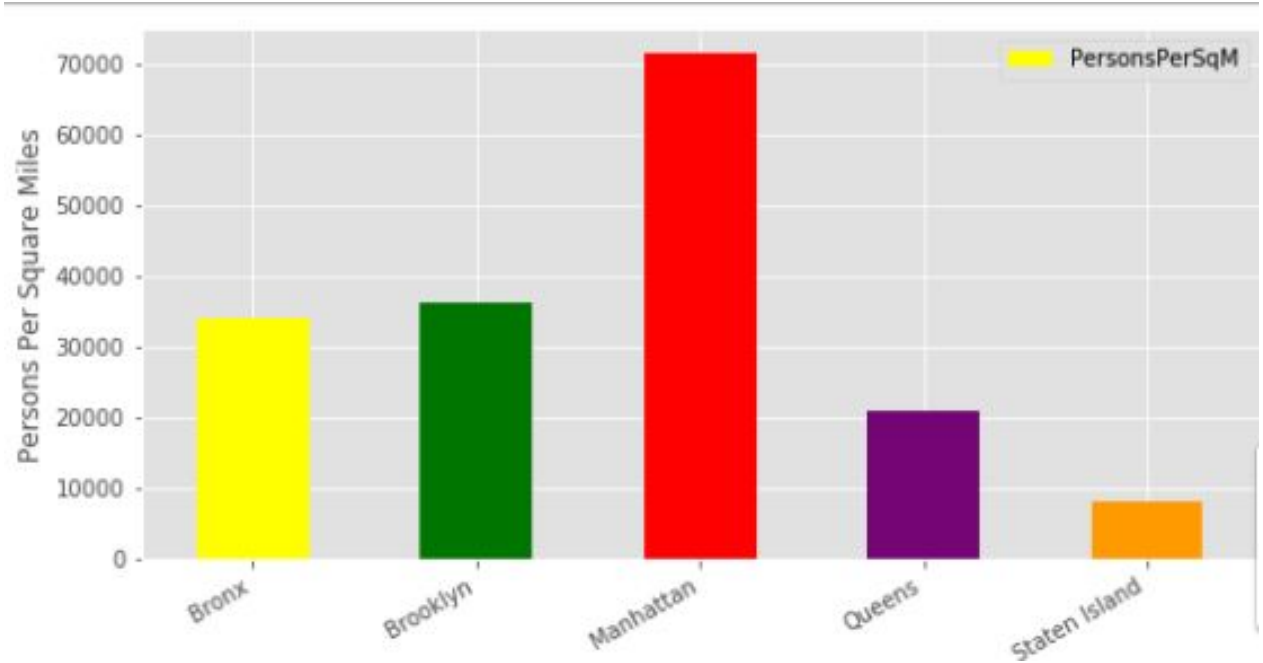
New York City Data Analysis - Population



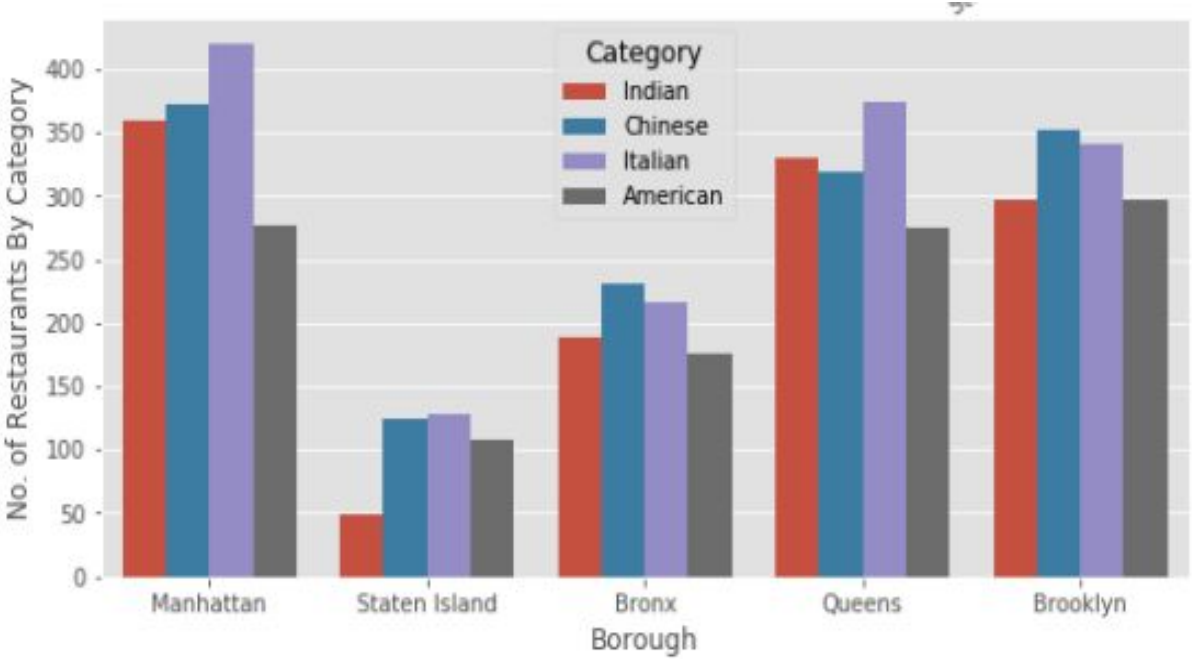
New York City Data - Per Capita Income



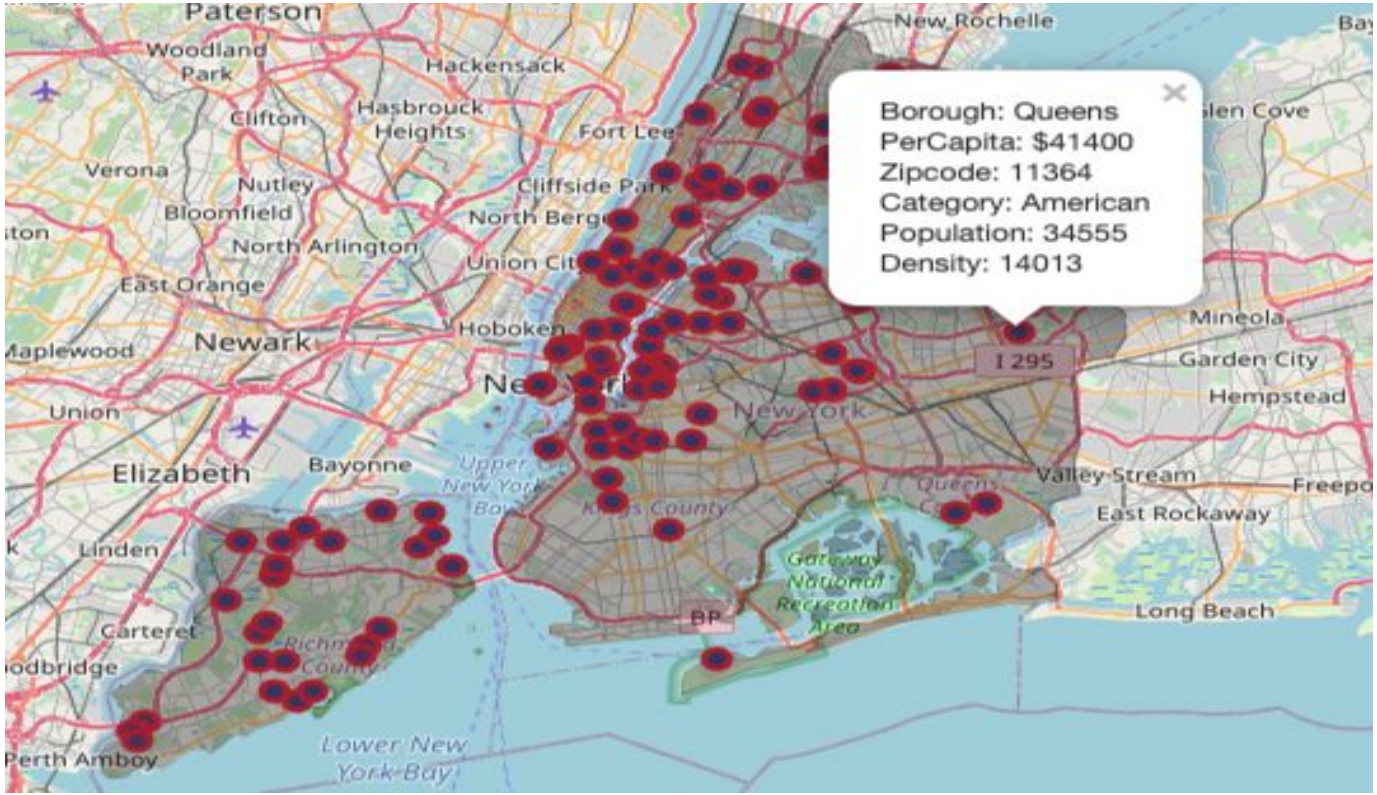
New York City Data - Population Density



Restaurants Data - Restaurant by Category

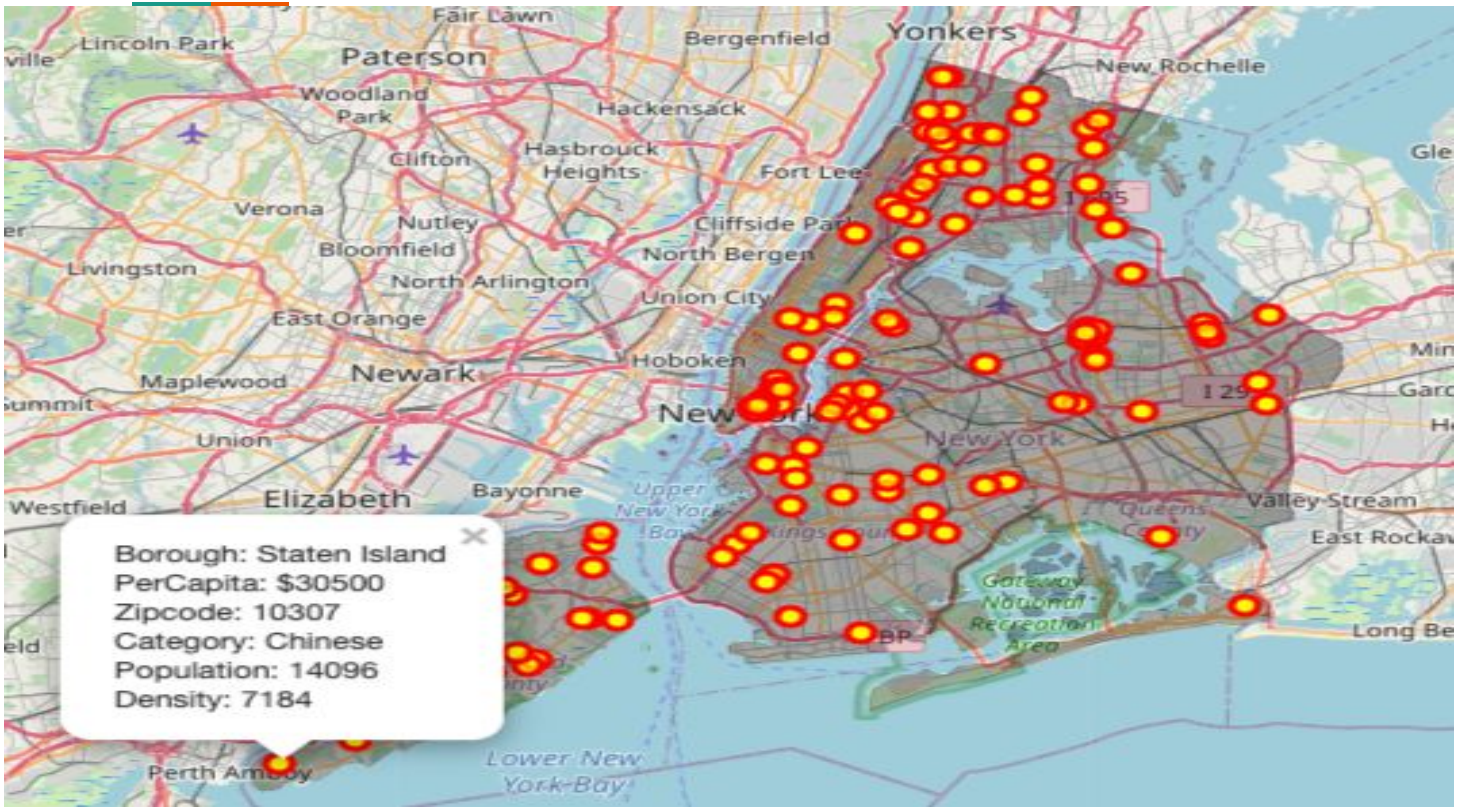


Restaurants Data - American Category Stats

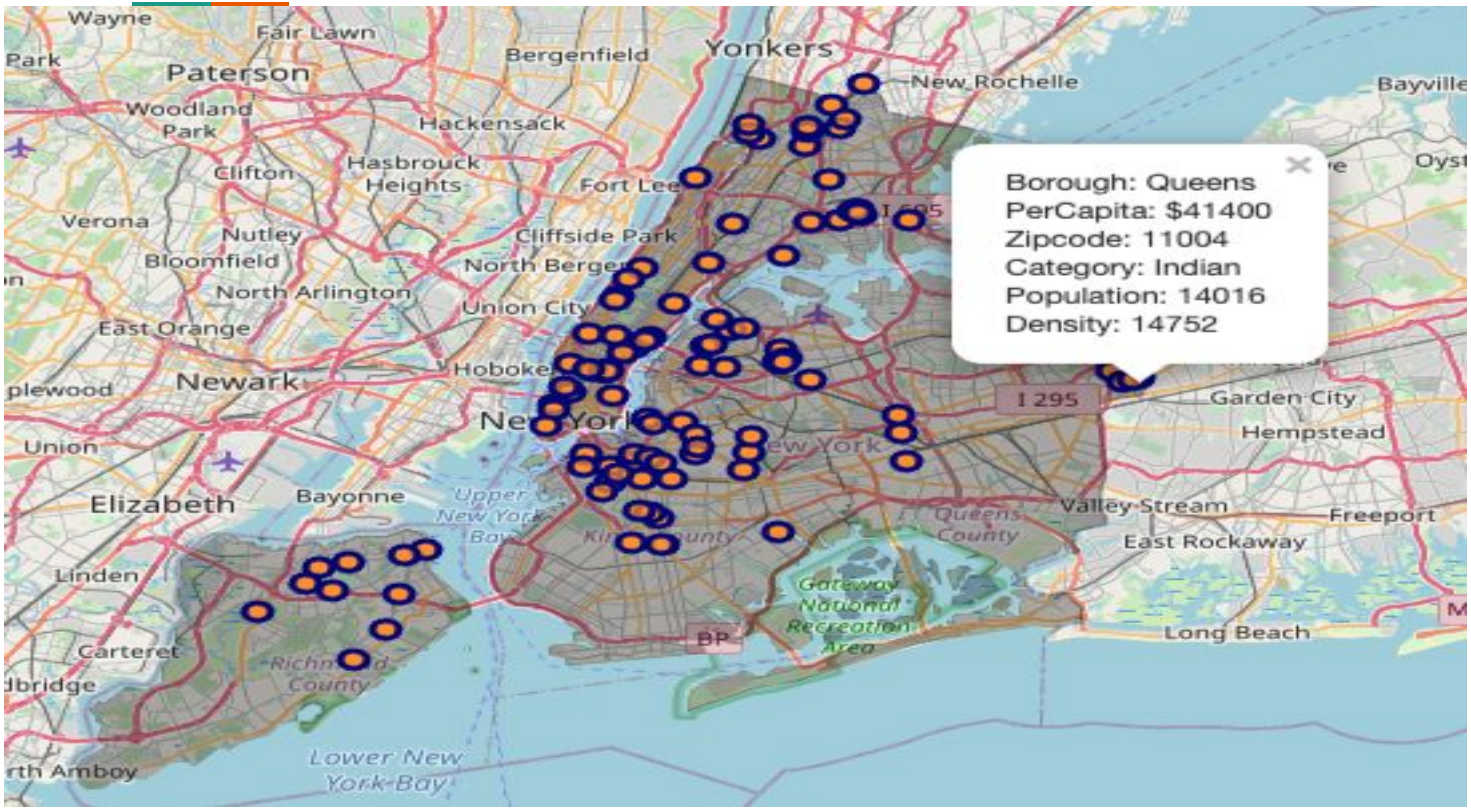


Restaurants Data - Italian Category Stats

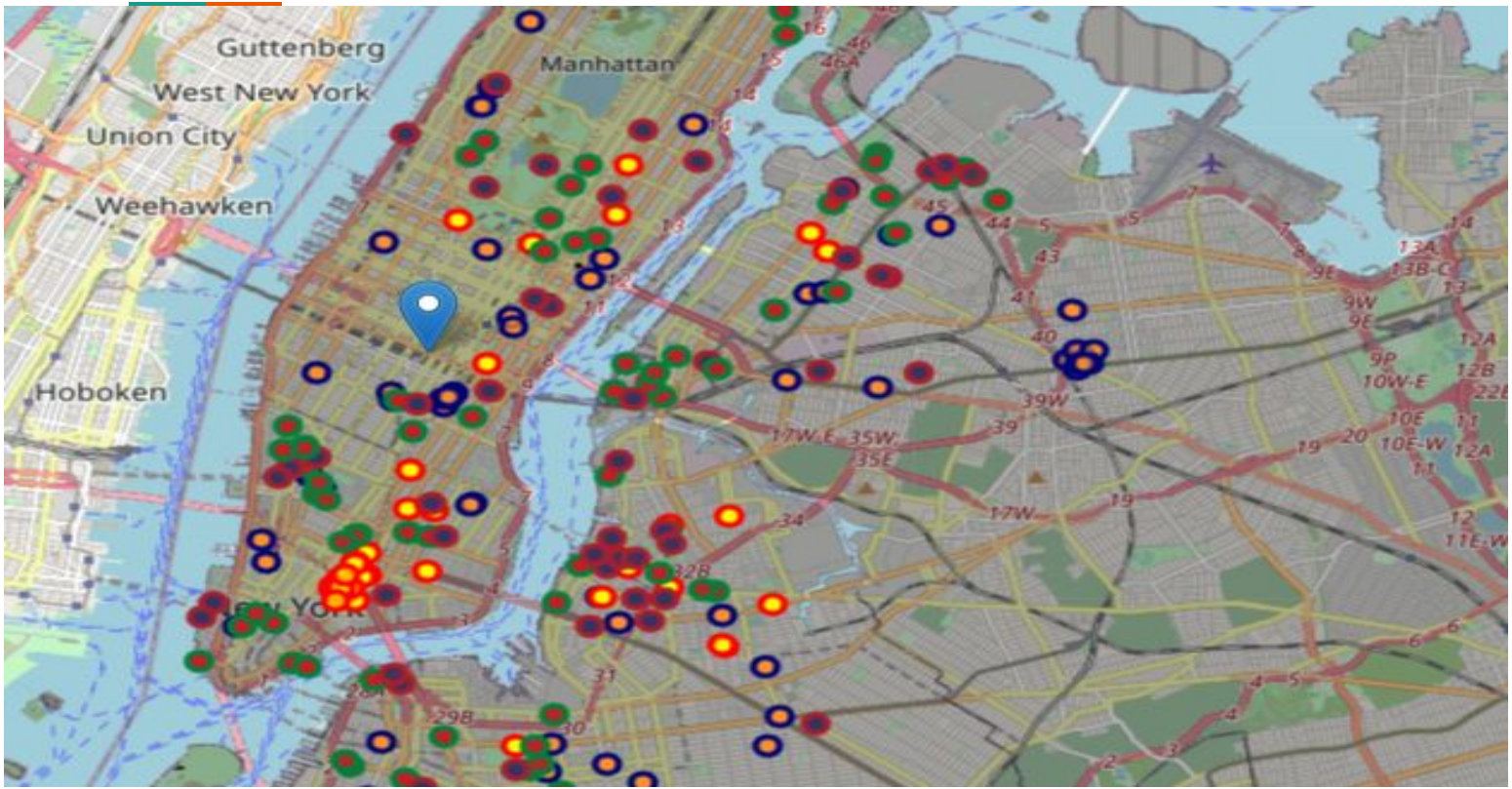
Restaurants Data - Chinese Category Stats



Restaurants Data - Indian Category Stats



Restaurants Data - Within Targeted Radius



Results

- Filtered out the restaurants within 5 miles radius of the targeted location
- Identified top most and least common restaurant types within the interested categories
- Provided Cluster data with list of restaurants grouped by interested categories
- Manhattan and Brooklyn highly desired location

Discussion

- Future scope to include other categories of restaurants
- Options to consider models for high end, mid and small size restaurant types
- Discussion to address low per capita income areas

Conclusion

- Manhattan and Brooklyn highly populated, highly dense areas with existing players
- Queens with higher land area could be a good candidate for future expansion
- Bronx and Staten Island boroughs can be considered for small size restaurants