

The best neighborhood to open a restaurant

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February 2020

Introduction

- 27 thousand restaurants in NY;
- Great job opportunities;
- Restaurants and foodservice jobs represent 9% of the employment in the state;
- 51.6 billion is the sales number estimated in New York;
- Which NY neighborhood should an entrepreneur choose to open the restaurant?



Data

- List of Boroughs and neighborhoods of Manhattan with their geodata (latitud and longitud) - https://cocl.us/new_york_dataset
- Restaurants for each Manhattan/Brooklyn neighborhood - Foursquare
- NY Demographic data - <https://data.cityofnewyork.us/api/views/swpk-hqdp/rows.csv?accessType=DOWNLOAD>

Methodology

- Extract a dataframe from the chosen data;
 - Neighborhood
 - Borough;
 - Latitud;
 - Longitud;
 - Population
- With foursquare, obtain venues for each neighborhood;
- Filter by:
 - Asian cuisine
- Count the number of asian restaurants and scale up to real world;
- Divide number of restaurant to population and analyze;

Results

	Borough	Neighborhood	Population	Latitude	Longitude	Number of Asians Restaurants	Population/Restaurants	Restaurants/Population
14	Brooklyn	Flatbush	105804	40.636326	-73.958401	11.0	9618.545455	0.000104
23	Brooklyn	East New York	91958	40.669926	-73.880699	11.0	8359.818182	0.000120
15	Brooklyn	Canarsie	83693	40.635564	-73.902093	11.0	7608.454545	0.000131
7	Brooklyn	Brighton Beach	35547	40.576825	-73.965094	11.0	3231.545455	0.000309
24	Brooklyn	East Williamsburg	34158	40.708492	-73.938858	11.0	3105.272727	0.000322
21	Brooklyn	Ocean Hill	31935	40.678403	-73.913068	11.0	2903.181818	0.000344
22	Brooklyn	Brownsville	58300	40.663950	-73.910235	22.0	2650.000000	0.000377
27	Manhattan	Upper West Side	132378	40.787658	-73.977059	56.0	2363.892857	0.000423
13	Brooklyn	Windsor Terrace	20988	40.656946	-73.980073	11.0	1908.000000	0.000524
20	Brooklyn	Greenpoint	34719	40.730201	-73.954241	22.0	1578.136364	0.000634
19	Brooklyn	Williamsburg	32926	40.707144	-73.958115	22.0	1496.636364	0.000668

- Brooklyn is less saturated than Manhattan;
- It was expected because Manhattan is a commercial center of NY;
- Best neighborhood: Flatbush
- Some other factors must be analyzed such as Market, rental...

Conclusion

- Flatbush is the best neighborhood to open an restaurant;
- It was not take into account the Market, rent, and some other important factors;
- It necessary a deep understanding of these kind of business;