



The Battle of Neighbourhood



A Presentation by Mohan Kumar



Introduction and Business Problem

A wealthy African family is planning on relocating to New York City. They desire to setup a grand african restaurant on arrival. They have tasked me with the responsibility of identifying the availability and spread of African restaurants in New York City, and to advise on the best market entry strategy.

Description of Data

A dataset of New York City containing the list Boroughs, Neighborhoods along with their latitude and longitude. Data source : https://cocl.us/new_york_dataset

Foursquare API

Description : This API would provide an up-to-date information on all the restaurants in each neighborhood. A further drill down of the dataset will then provide the venues for African restaurants spread across the various neighbourhoods.

GeoSpace data Data source : <https://data.cityofnewyork.us/City-Government/Borough-Boundaries/tqmj-j8zm> Descripti



Methodology and Approach

- Collect the new york city data from https://cocl.us/new_york_dataset
- Use FourSquare API to find all venues for each neighborhood and corresponding boroughs.
- Filter out all venues that are African restaurants.
- Find ratings, tips and like count for each African restaurant using Foursquare API.
- Sort out the data using the ratings for each restaurant.
- Visualize the ranking of neighborhoods using the folium library.



Results Discussion and Limitations

From the analysis, out of the 306 neighbourhoods in New York City, only 12 African restaurants are spread across the city. This is surprising considering the sheer number of Africans living in New York City. This paltry number is a far cry from the number of restaurants owned and run by other ethnic nationalities like the Chinese, Indians, etc., Restaurants in Crown heights have the highest number of ratings. While Manhattan takes the lead for the Boroughs. However, it is very important to note that this result is solely based on the data pulled from the Foursquare API.



Observations

For the Boroughs, Manhattan has the highest number of African restaurants. This is closely followed by Bronx and Brooklyn. This makes it just 3 out of the 5 Boroughs housing African restaurants.

Conclusion

The opportunity exists to set up an African restaurant and scale it all the same. The market for African cuisine is available but the supply is below demand. In addition to this, the competition is not not stiff as you would have in other sectors. Thus, starting an African restaurant business is a step in the right direction.
