

Capstone Project - The Battle of Neighbourhoods (Week 1)

Selecting the best location to open an SUSHI bar in Manhattan, New York

1. Introduction and business problem

The City of New York is famous for its excellent cuisine. Its food culture includes an array of international cuisines influenced by the city's immigrant history.

Sushi restaurants have become so popular in the United States now it seems that there is one on every corner, not only in major cities but also in smaller cities. Starting a sushi restaurant can be a great business opportunity, but you need to distinguish yourself from others to enjoy long-term success.

My client wants to open his business in Manhattan area, so I focus on that borough during my analysis. We define potential neighbourhood based on the number of sushi bars which are operating right in each neighbourhood. Manhattan has full potential but also is a very challenging district to open a business because of high competition. New sushi bar should be open in an area that inadequate neighbourhood in this way the bar can attract more customers. Therefore, this analysis necessary to ensure that we have enough customers and that we are not so close to other sushi places.

2. Introduction and business problem

To identify the characteristics of our competitors' venues in Manhattan, we would first need to find out the number of sushi bars in Manhattan currently and their location.

We then used Google Map API to find their geographic coordinates based on their postal code addresses.

In Manhattan, there are 1763 sushi bars that are currently operating.

Next, we also used Google Map API to find their geographic coordinates of the 5 locations shortlisted for our sushi bar:

	Neighborhood	Neighborhood Latitude	Neighborhood Longitude	Venue	Venue Latitude	Venue Longitude	Venue Category
0	Fieldston	40.895437	-73.905643	Asian Tokyo	40.890839	-73.898335	Sushi Restaurant
1	Fieldston	40.895437	-73.905643	Yokohama	40.887214	-73.904708	Sushi Restaurant
2	Riverdale	40.890834	-73.912585	Planet Tokyo	40.886158	-73.909615	Sushi Restaurant
3	Riverdale	40.890834	-73.912585	Yokohama	40.887214	-73.904708	Sushi Restaurant
4	Kingsbridge	40.881687	-73.902818	Yokohama	40.887214	-73.904708	Sushi Restaurant