NEW RESTAURANTS GEOGHRAPGICAL RECOMMENDATIONS

Geographical recommendations for new Chinese restaurants in New York
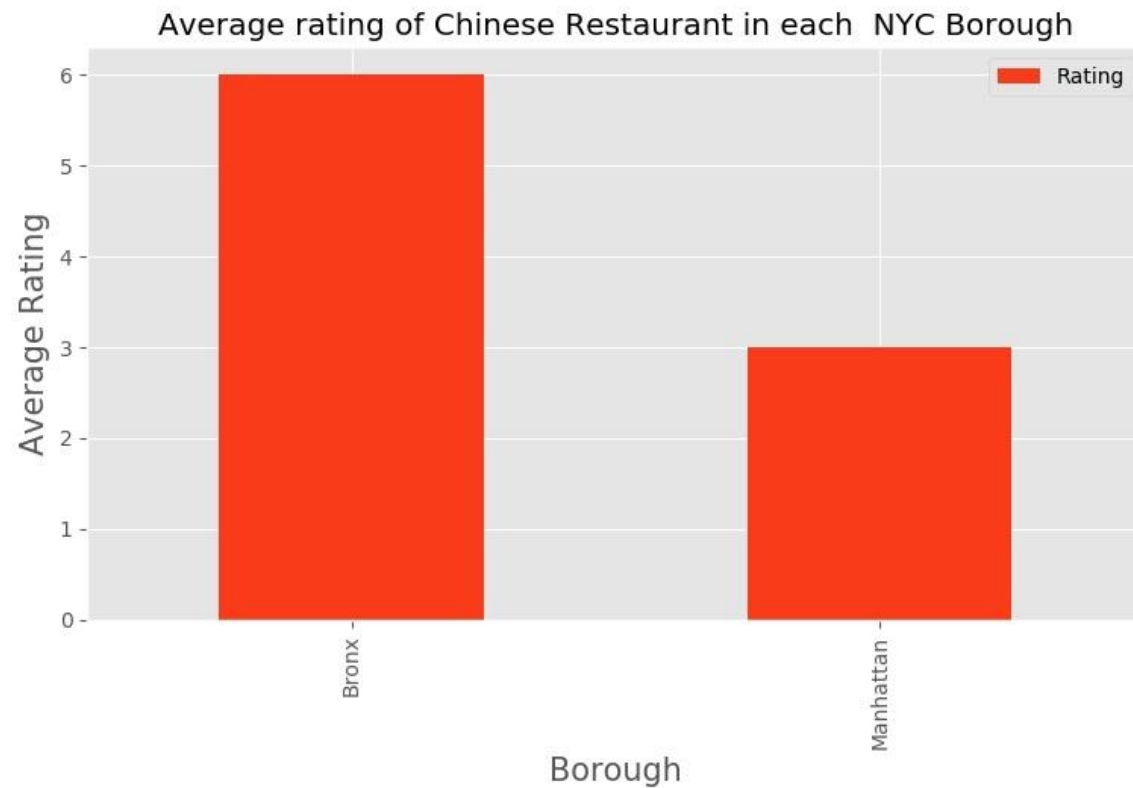
Business problem

- It is becoming more popular that data science help improving new business and startups. In this project we build recommendations about where to open a new Chinese restaurant in New York, based on the areas with most visited restaurants.

- This will be useful for business owners who have the question:" where is the most appropriate place to open my Chinese restaurant?".

Data sources and preparation

- To locate/recommend to the business owner which neighborhood in New York will be best choice to start a restaurant, data from the following sources are used:

- https://en.wikipedia.org/wiki/New_York_City

- https://en.wikipedia.org/wiki/Demographics_of_New_York_City.

- Web scraping techniques is used to get New York population density and demographics data from Wikipedia. Using Foursquare API, these datasets are used to explore various neighborhoods and each restaurants in the neighborhood along with their ratings.

Methodology

- Using Bar charts, based on the prepared data, we can find that the borough with the highest ratings for Chinese restaurants is Bronx.

Average rating of Chinese Restaurant in each NYC Borough

Results visualization

- Finally, we are able to locate the neighborhood with the most rated restaurants on the map, which are Fordham, Melrose, Pelham Parkway and Co-op City.

Conclusion

- Fordham or Melrose in Bronx would be the best choices to start a Chinese restaurant according to users ratings.