

THE PERFECT SPOT FOR A SPANISH RESTAURANT

THE BATTLE OF THE NEIGHBORHOODS
IBM COURSERA - APPLIED DATA SCIENCE CAPSTONE
JULY 2020

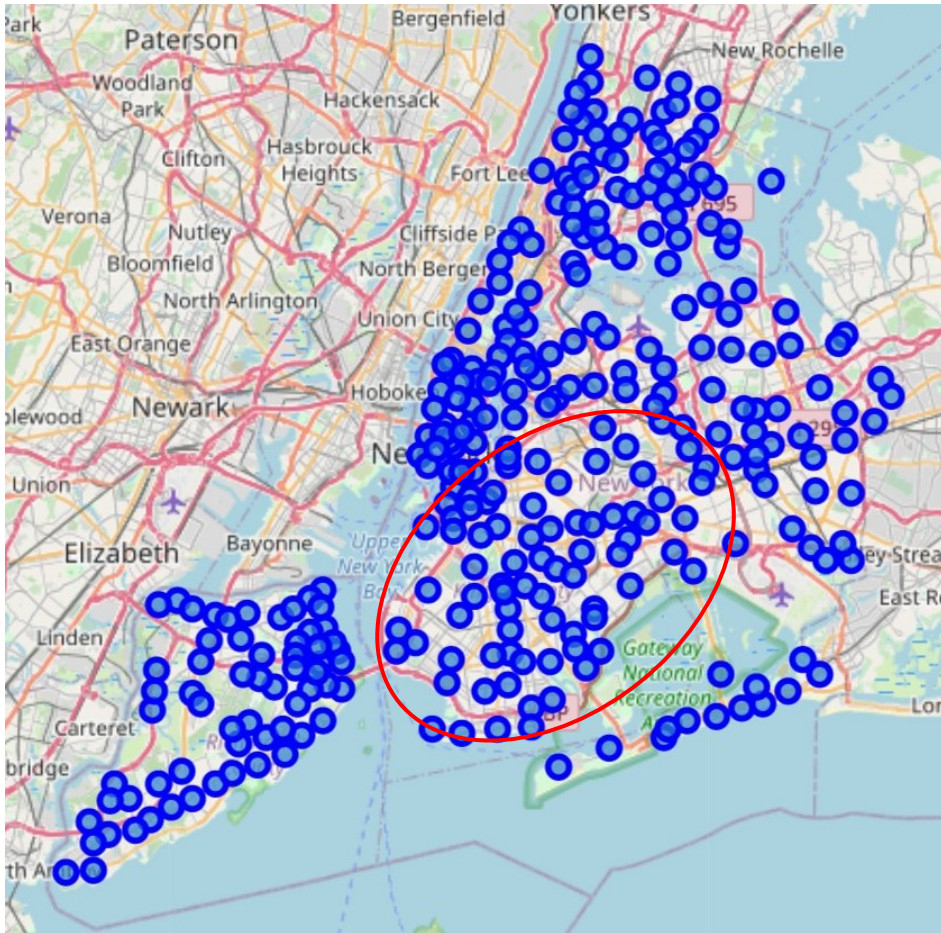
BACKGROUND

- ▶ New York is a truly diverse city situated in the east coast of USA. Because of its cultural appeal it attracts many people both local and foreigner.
- ▶ Currently, globalization has taken a very important role in the spread of many types of cuisine.
- ▶ Given NYC's cultural openness and the very few Spanish restaurants available in the city we determined it would be a good market opportunity.

DATA ACQUISITION

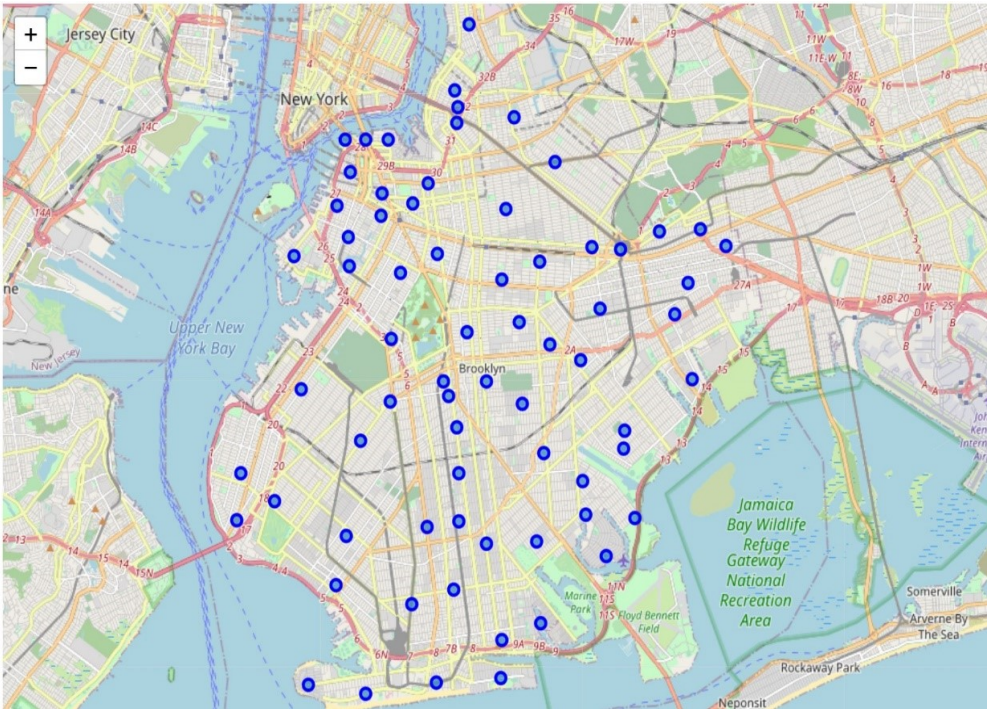
- ▶ Data needed:
 - ▶ Accurate study of the different Boroughs and Neighborhoods of NYC.
 - ▶ A study of all the Spanish restaurants in the area.
- ▶ This information will be taken from Foursquare and GeoSpace and imported into a Jupyter Notebook, where the analysis will be done.

ANALYSIS - Boroughs of NYC



- ▶ Boroughs of NYC showing their different neighborhoods.
- ▶ Brooklyn is one of the largest boroughs of the city.

ANALYSIS - Neighborhoods of Brooklyn



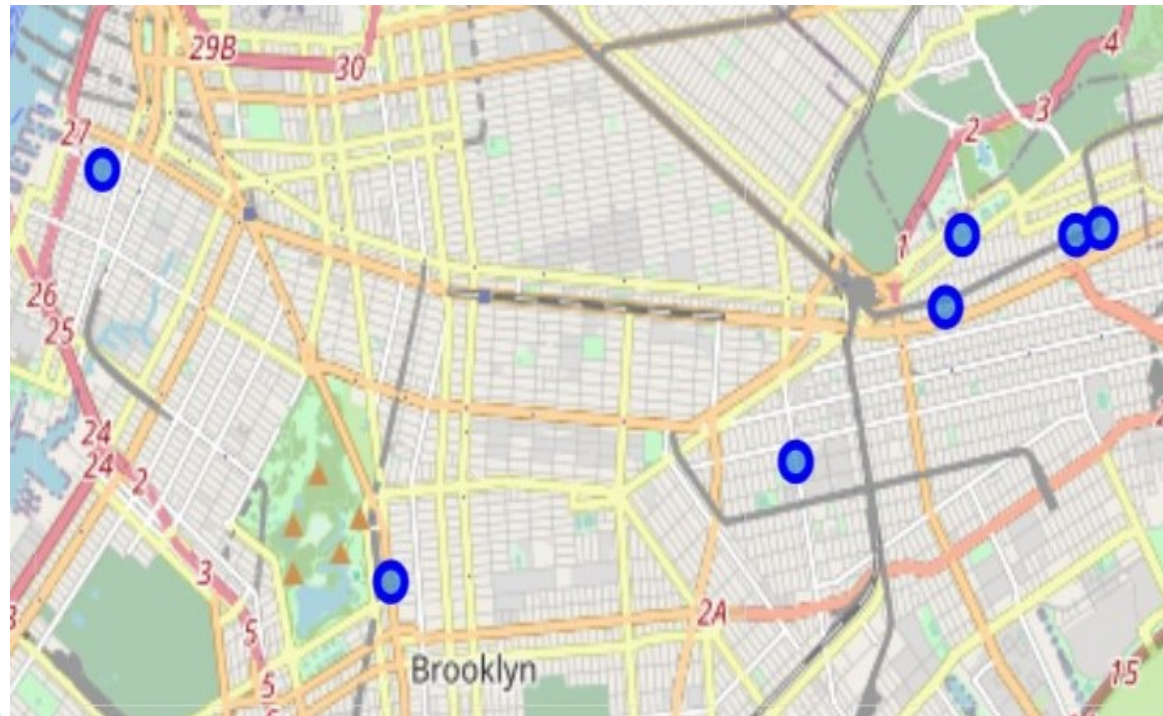
- Borough of Brooklyn
- Its different neighbourhoods

ANALYSIS - Data of all Spanish Restaurants in Brooklyn

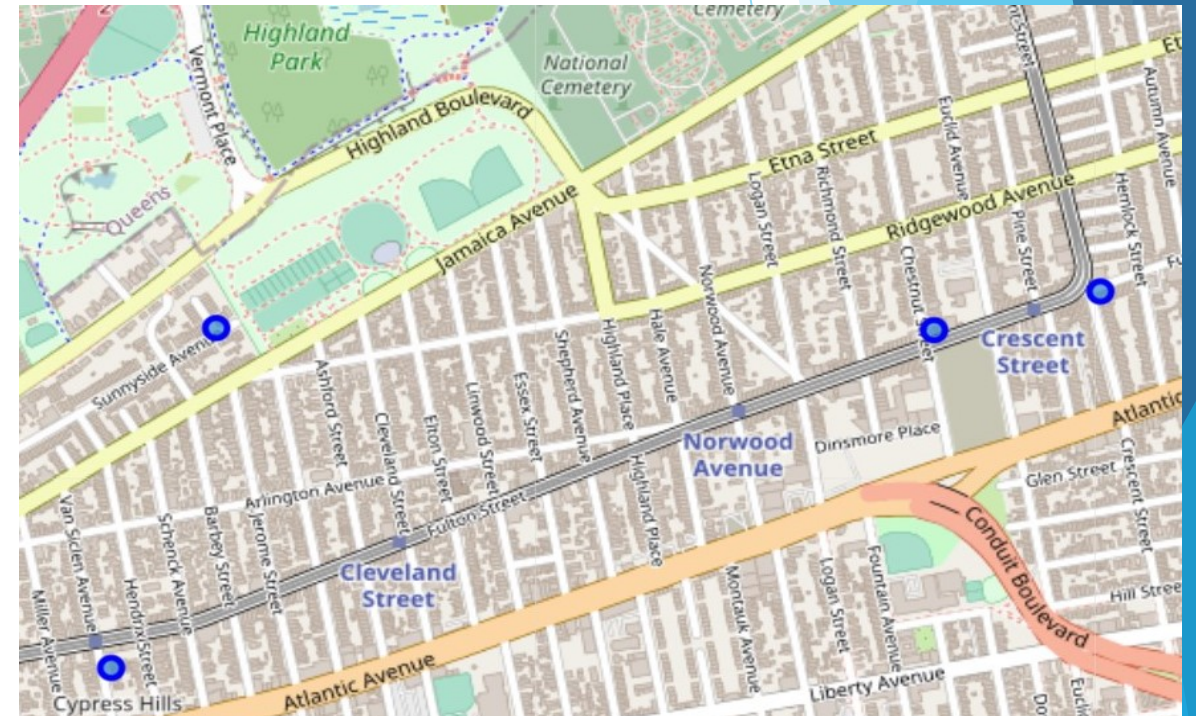
	Neighborhood	Neighborhood Latitude	Neighborhood Longitude	Venue	Venue Latitude	Venue Longitude	Venue Category
372	Brownsville	40.663950	-73.910235	Tropical Coffee Shop	40.665831	-73.909984	Spanish Restaurant
508	Cobble Hill	40.687920	-73.998561	La Vara	40.687851	-73.995582	Spanish Restaurant
697	Cypress Hills	40.682391	-73.876616	Faro Del Pacifico Pupuseria	40.683029	-73.875259	Spanish Restaurant
707	Cypress Hills	40.682391	-73.876616	rico pollo 2	40.683627	-73.871979	Spanish Restaurant
980	Prospect Lefferts Gardens	40.658420	-73.954899	El Castillo de Jagua	40.656685	-73.960068	Spanish Restaurant
1559	Highland Park	40.681999	-73.890346	Lilliam Restaurant	40.683051	-73.889334	Spanish Restaurant
1569	Highland Park	40.681999	-73.890346	Restaurante Maria Internacional	40.677613	-73.891376	Spanish Restaurant

ANALYSIS - Spanish Restaurants

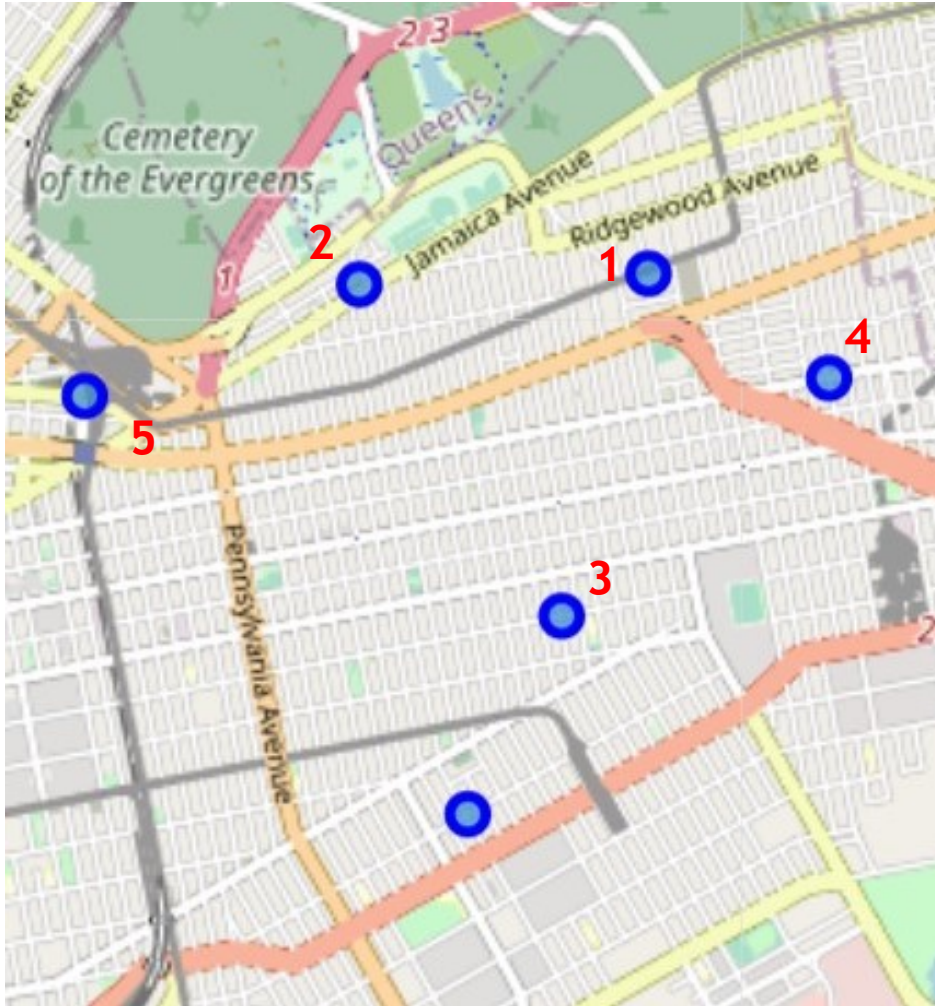
All venues in Brooklyn



Area with highest density



ANALYSIS - Possible neighborhoods for the restaurant



Neighborhoods with restaurants:

- 1) Cypress Hills
- 2) Highland Park

Surrounding neighborhoods:

- 3) East New York
- 4) City Line
- 5) Broadway Junction

CONCLUSION

- ▶ NYC is a very culturally diverse city.
- ▶ We studied the different areas and the density of Spanish restaurants
 - ▶ Boroughs of the city
 - ▶ Neighborhoods
 - ▶ Density of Spanish Restaurants
- ▶ We determined the best location: somewhere around Cypress Hills and Highland Park in the Borough of Brooklyn.