

# **The Perfect Spot for a Spanish Restaurant in NYC**

July 31, 2020

## **1. Introduction**

### **1.1. 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. In general, New York has a very rich social life where any moment is a good time to dine out, visit a historical site or spend hours at any bar.

Currently, globalization has taken a very important role in the spread of many cultures. More and more we see new fashion trends, social habits, and cuisines from other countries. It seems as if national borders cannot do anything to prevent this explosion of new trends.

New restaurants catering to diverse crowds pop up all the time. People are constantly coming up with new dishes, bringing them from their hometown or getting inspired by their international trips. Very recently we moved to New York in search of new opportunities. For the first few weeks we immersed ourselves in the city and its culture, however, being from another country, we started to miss our cuisine, this is why we decided to search for the best Spanish restaurants in the city. Unfortunately, there weren't many. Because of this, an idea formed in our mind, why not place our very own Spanish restaurant in NYC?

### **1.2. New opportunity**

Given NYC's cultural openness and the very few Spanish restaurants available in the city we determined it would be a good market opportunity.

## **2. Data acquisition**

Data needed:

- 1) Accurate study of the different Boroughs and Neighborhoods of NYC.
- 2) 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.

## **3. Methodology**

Collect NYC data. Using Foursquare find all venues for each neighborhood and filter out all except Spanish restaurants

Answer the following questions:

- How many Spanish restaurants are there per neighborhood?
- Which area would be the best to place a Spanish restaurant?

## 4. Results

### 4.1. Boroughs and neighborhoods of NYC

We studied the neighborhoods of NYC, as it can be seen in the following map:

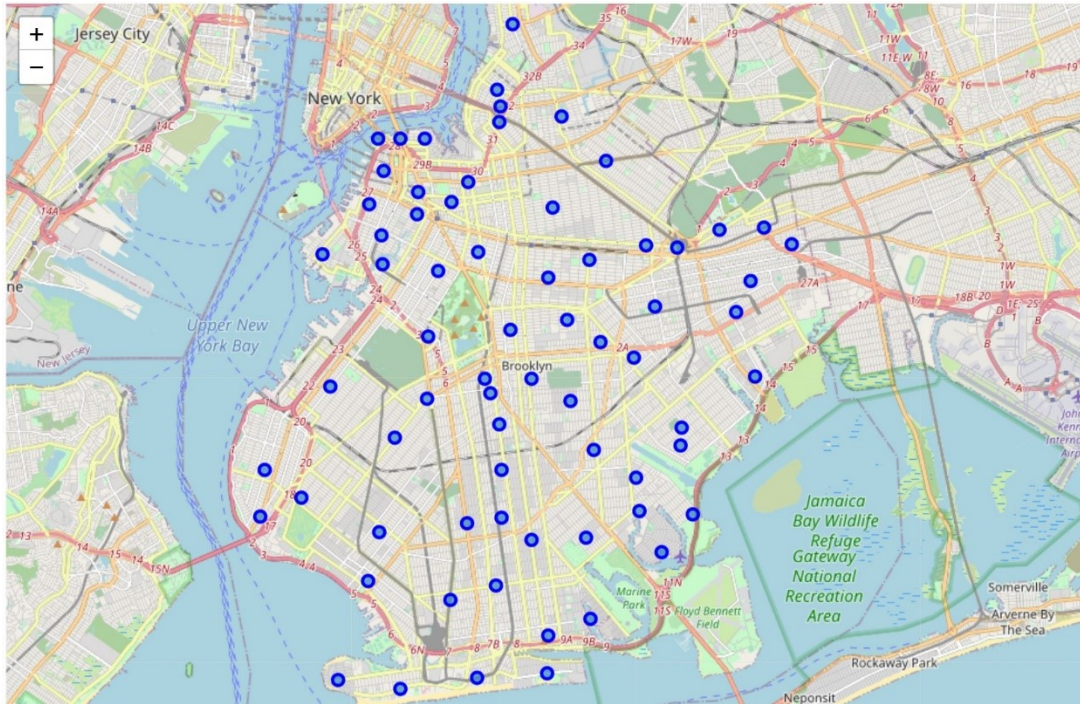


Picture 1. All Boroughs and neighborhoods in NYC

From this map we drew conclusions and it was determined that the ideal Borough to focus on was Brooklyn. Brooklyn has become more popular among younger people that like to try new experiences, which is why it has such a big cultural diversity. It is also a noticeably big and concurrent Borough and very accessible. Price wise, it's less expensive than Manhattan with more accessible restaurants overall, which will attract the ideal customer base. Because of these reasons we determined it to be a good location to focus.

### 4.2. Neighborhoods of Brooklyn

Once we chose the Borough we focused on the different neighborhoods of Brooklyn. See image of the map below:

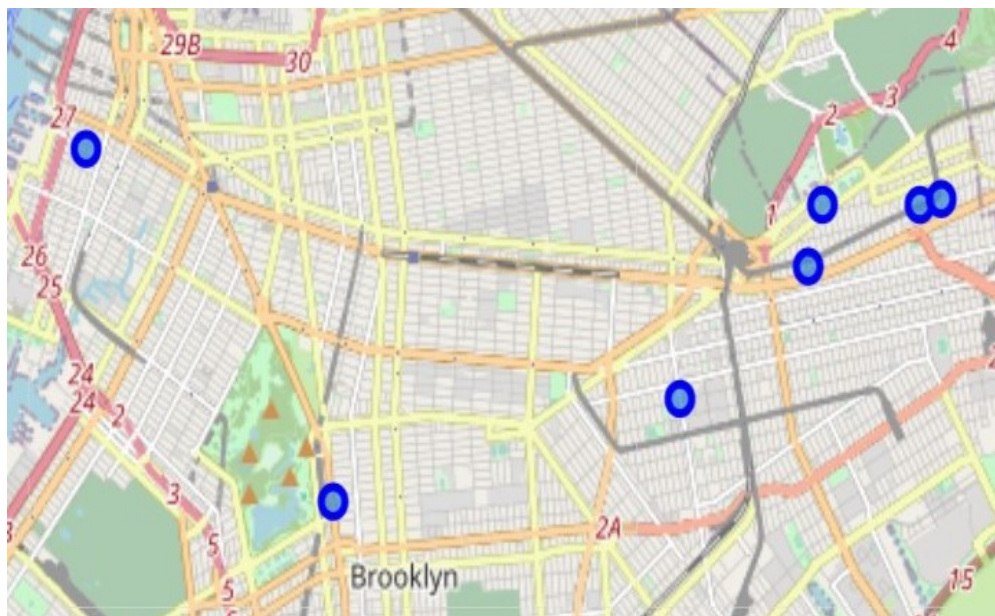


Picture 2. All neighborhoods in Brooklyn

We got data on all the venues of the neighborhood, restaurant or otherwise, and cleansed and explore the data. As it can be seen on the Analysis phase of the Notebook, we narrowed the data down to the Spanish Restaurant category.

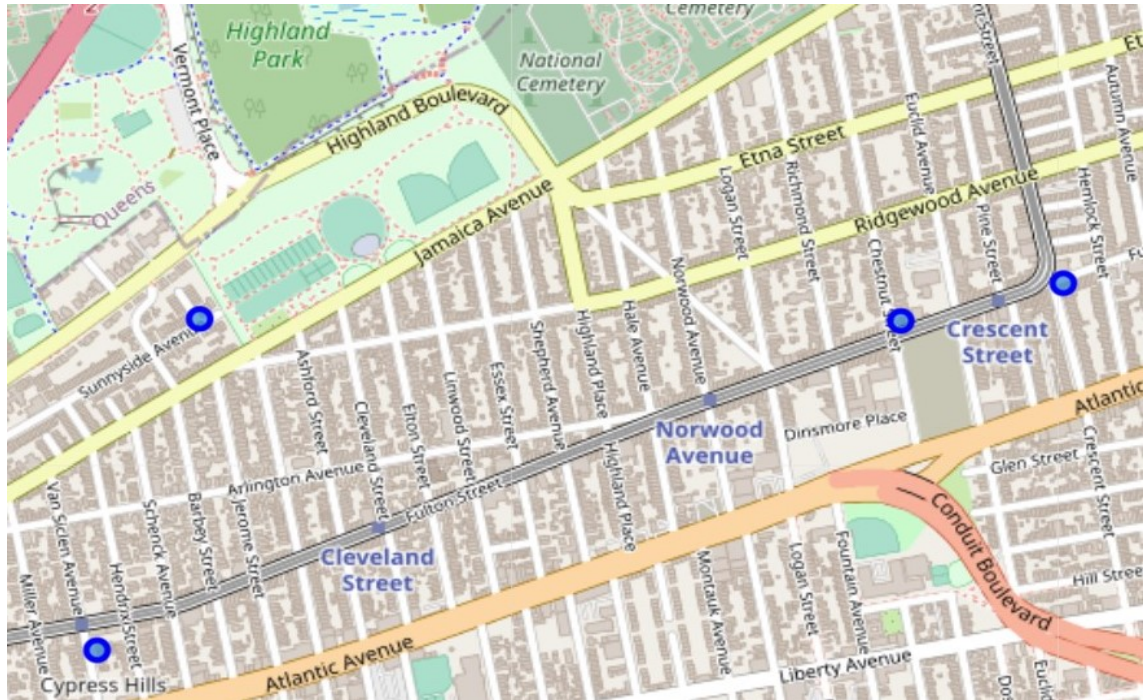
#### 4.3. Map and Table of Spanish Restaurants in Brooklyn

As you can see in the map below, we located all the Spanish Restaurants of the area (Brooklyn):



Picture 3. All venues within the category of 'Spanish Restaurant'





Picture 4. Close up of the area with the most Spanish Restaurants

We also created a table summarizing the information of all 7 restaurants that fit this category:

Table 1. Data from all the 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

With both the map and the table that resulted in this study, we determined the best location for our restaurant. Because there are not many restaurants catering to this type of cuisine, we determined that the densest areas would have a good customer base already established, which is why we decided that they would be a safe bet. As the map and the table show, the north east of Brooklyn has the most density. These four restaurants fit with two neighborhoods located side by side, Cypress Hills and Highland Park.

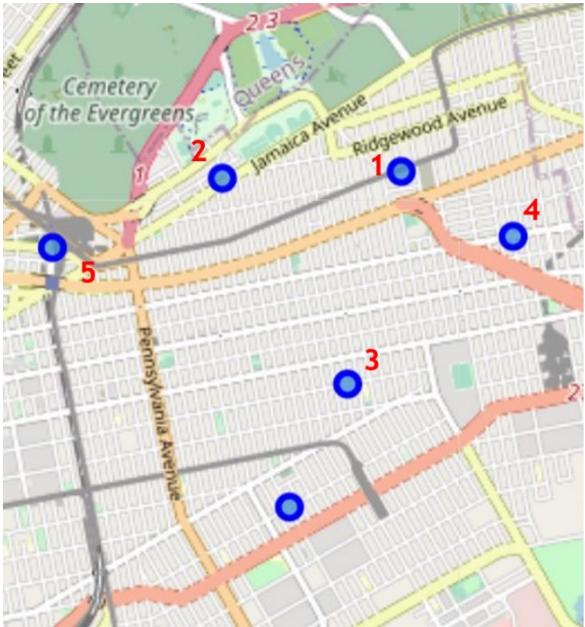
## 5. Discussion

Our analysis has shown that there are at least 7 Spanish restaurants in Brooklyn, one of the biggest Boroughs of NYC. However, there are very few restaurants per neighborhood. Only Cypress Hills and Highland Park have two each. This means that none of them are very dense but that it may be a good idea to focus on placing our restaurant on a neighborhood that

already has a customer base of this type of cuisine. Also, because these two neighborhoods are practically side by side, we determined that placing it in either one of them or on a nearby neighborhood such as East New York, City Line or Broadway Junction might me a good market opportunity. See map and table below:

Table 2. Number of Spanish Restaurants per Neighborhood

Neighborhood	Neighborhood Latitude	Neighborhood Longitude	Venue	Venue Latitude	Venue Longitude	Venue Category
Brownsville	1	1	1	1	1	1
Cobble Hill	1	1	1	1	1	1
Cypress Hills	2	2	2	2	2	2
Highland Park	2	2	2	2	2	2
Prospect Lefferts Gardens	1	1	1	1	1	1



Neighborhoods with restaurants:

- 1) Cypress Hills
- 2) Highland Park

Surrounding neighborhoods:

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

Picture 5. Neighborhoods we have decided to focus on.

## 6. Conclusion

Opening a Spanish restaurant in a very cultural city such as NYC has a good opportunity of being successful. Moreover, after studying the different areas and the density of Spanish restaurants we determined that the best location was somewhere around Cypress Hills and Highland Park in the Borough of Brooklyn.