# Data Selection

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 is 1763 sushi bars are currently operating.

```
newyork_venues_sushi.shape
```

```
(1763, 7)
```

# Data Selection

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 |

Table 2: Data frame containing geographic coordinates of our 5 shortlisted locations

# Data Download and Explore

Dataset Neighborhood has a total of 5 boroughs and 306 neighborhoods. In order to segement the neighborhoods and explore them, we will essentially need a dataset that contains the 5 boroughs and the neighborhoods that exist in each borough as well as the the latitude and logitude coordinates of each neighborhood.

Luckily, this dataset exists for free on the web. Feel free to try to find this dataset on your own, but here is the link to the dataset: https://geo.nyu.edu/catalog/nyu_2451_34572