

## **Introduction**

New York city is the largest metropolitan area of the United States. It is a melting pot of cultures all around the world. The city's cultural pluralism is well reflected in its food culture. New York has one of the world's most dynamic and competitive restaurant scenes of the world. One report from earlier in the decade showed that 80% of New York restaurants close in the first five years. This exemplifies the competitiveness of running a restaurant business in NYC.

This final project will explore the most suitable location for opening a Korean restaurant in NYC. Location is one of the most important factors behind the long term success of any business. It is even more important for a restaurant.

## **Business Problem**

As it has been discussed in the introduction that location is one of the most important aspects of opening a restaurant, an investor must answer this question before deciding to start her business. The investor must figure out which place has the most demand for a Korean restaurant. By employing different techniques of Data Science such as Data Analysis and Visualization, this project will try to answer which area of New York city is the most suitable for opening a new Korean Restaurant.

## **Target Audience**

Korean restaurants have been growing at a 3% rate annually in the US. Since NYC is a cosmopolitan city its inhabitants have a wide ranging palette and they prefer ethnic cuisines over many fast food or traditional western choices. So there are many advantages of opening a Korean restaurant in New York city. As a result, this project will be useful for any investor who would like to leverage these advantages and invest in a Korean restaurant in NYC.

## **Data**

There are 3 types of data that we will need for this project:

1. Data regarding the boroughs and neighbourhoods of NYC.
2. Latitude and longitude coordinates of those neighbourhoods. This is essential for plotting the map and getting the venue data.

3. Restaurant Venue data. This data will be used to perform further analysis of the neighbourhoods.

The data of NYC's boroughs and neighbourhoods are collected from the open source dataat: [https://cocl.us/new\\_york\\_dataset](https://cocl.us/new_york_dataset). Later, the geographical coordinates of the neighbourhoods will be extracted using the python geocoder package.

We utilize foursquare API to get the data about the venues.