

Maximize profitability in opening restaurant in New York City

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### **1. Introduction to Business Problem:**

ABC Company wants to open restaurants in New York City. We need to provide business solution to maximize profitability by suggesting locations in neighborhood of Borough of New York City for Saturated Market and Untapped Market and popular cuisines in Borough of New York City.

### **2. Data Collection and Cleaning:**

1. URL ([https://cocl.us/new\\_york\\_dataset](https://cocl.us/new_york_dataset)) will be used to get location of each neighborhood in borough of New York City
2. Web Scrapping of Wikipedia Page ([https://en.wikipedia.org/wiki/Cuisine\\_of\\_New\\_York\\_City](https://en.wikipedia.org/wiki/Cuisine_of_New_York_City)) will be used to get popular cuisine in neighborhood in borough of New York City

### **3. Methodology:**

The problem was divided in two parts.

1. In Part 1, Restaurants in the neighborhood of borough of New York City will be explored. Foursquare API will be used to get Restaurant Venue and URL ([https://cocl.us/new\\_york\\_dataset](https://cocl.us/new_york_dataset)) will be used to get location of each neighborhood. Saturated Market and Untapped Market will be checked in the neighborhood by doing clustering and visualizing the neighborhood in Map.
2. In Part 2, Popular cuisine in neighborhood of borough of New York City will be explored by Web Scrapping of Wikipedia Page ([https://en.wikipedia.org/wiki/Cuisine\\_of\\_New\\_York\\_City](https://en.wikipedia.org/wiki/Cuisine_of_New_York_City)) and visualizing popular cuisines by Word Cloud .