Capstone Project - The Battle of Neighborhoods

(Week 1)

Business Problem

1. Preamble

The recent data available from US Census indicates that Mexicans are one of the New York's fastest growing ethnic group. Mexicans have grown to constitute the third largest Hispanic/Latino group in New York. Significant percentage of population of overall Mexican New Yorkers reside in the boroughs Queens, Brooklyn, Bronx and in Manhattan. Within Brooklyn, the neighborhoods of Sunset Park and Bushwick have major Mexican populations. In Queens, Elmhurst, North Corona and Jackson Heights have the highest concentrations of Mexicans, and East Harlem hosts Manhattan's largest Mexican community.

Due to such increasing population of the Mexican people in New York, the demand for Mexican food in various parts of New York is increasing day by day. Moreover, other than the Mexican people, other citizens (non-Mexican people) in New York also often show interest in the Mexican dishes. And hence, to meet the growing demand for the Mexican food, several Mexican restaurants have emerged in the New York.

Often, the newly migrated Mexicans to New York, generally depend on Mexican restaurants to fulfill their daily food needs, until full-fledged kitchens do not get established at their homes. Hence, they over and over keep searching for availability of appropriate New York locality where good Mexican restaurants are available. Or, they prefer to reside/stay in suitable territory where the Mexican food is easily available.

On the other side, looking on the commercial aspect, the businessmen/hoteliers are often in search of appropriate borough/neighborhoods for starting (or expanding) new Mexican restaurant business with a goal of handsome earnings.

The scenarios mentioned above motivated us to carry out study on the availability of Mexican restaurants in the New York.

The work described in this project, helps its users to find out availability and unavailability of Mexican restaurants in different borough and neighborhoods of New York.

2. **Objectives & Outcomes**

The analysis presented in this project helps one to find answers of following questions:

- Find Mexican restaurants in New York.
- Find out restaurant's venue details (likes, tips, ratings) of top rated Mexican restaurants in New York.
- Get location information of top rated Mexican restaurants in New York.
- Find the potential neighborhoods and boroughs for Mexican restaurants in New York.
- Visualize the boroughs which are in shortage of good Mexican restaurants in New York.
- Help businessmen to identify suitable territories to start new Mexican restaurants.