



# Expanding Your Restaurant

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# Introduction



## Motivation

You want to expand your restaurant to a new location in New York City.



## Goal

Understand the restaurant market so you can

**IMPACT HYPOTHESIS**

**Introduce idea for future data science application**



## Objectives

Obtain data

Create visualizations

Interpret information

Reach conclusion

# Data

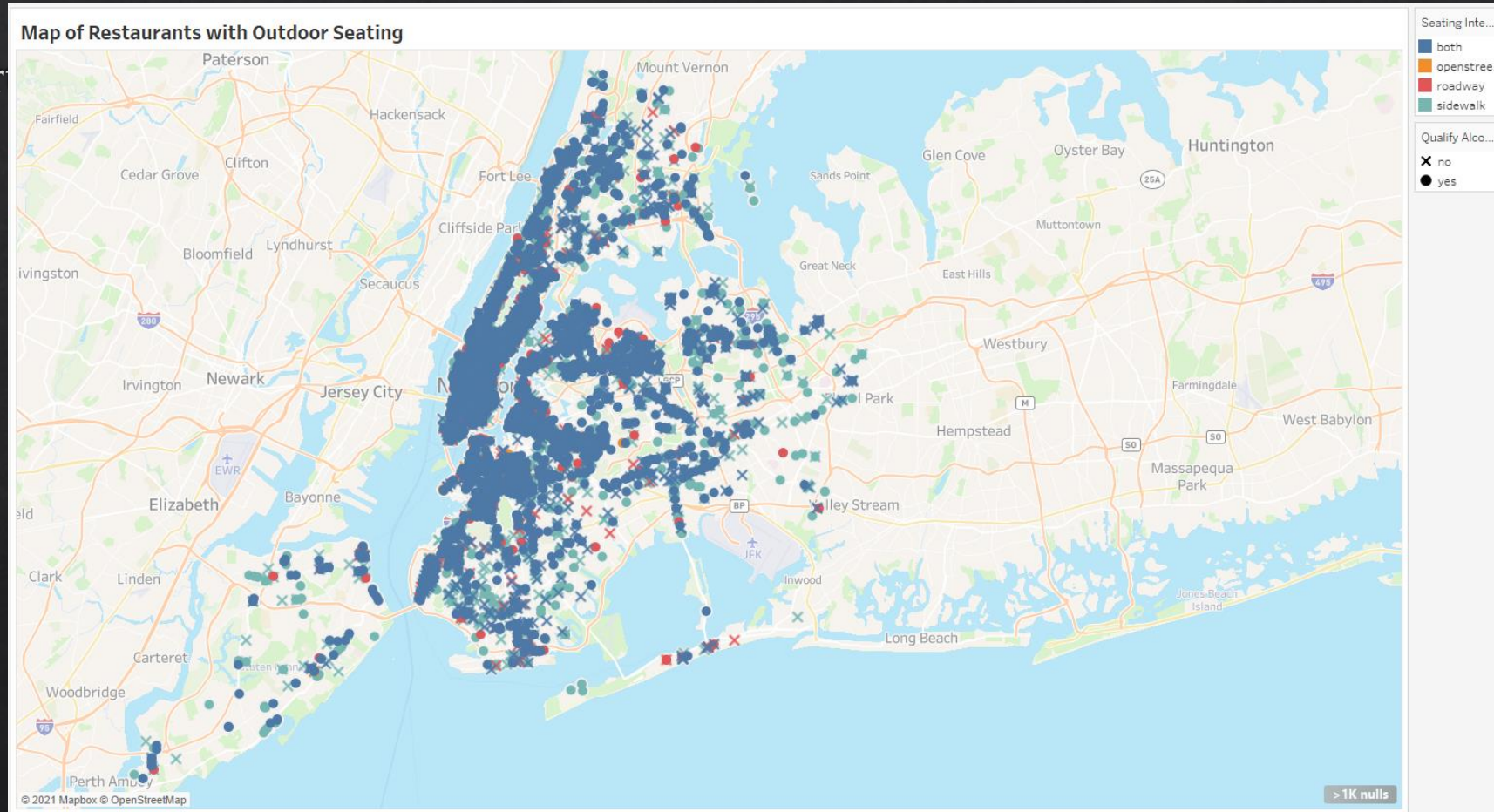
- ◆ NYC Open Data “Open Restaurant Applications”
  - ◆ Geographic
  - ◆ Outdoor type (Sidewalk/street)
  - ◆ Seating area
  - ◆ Alcohol license
- ◆ MenuStat
  - ◆ Food types
  - ◆ Nutrition





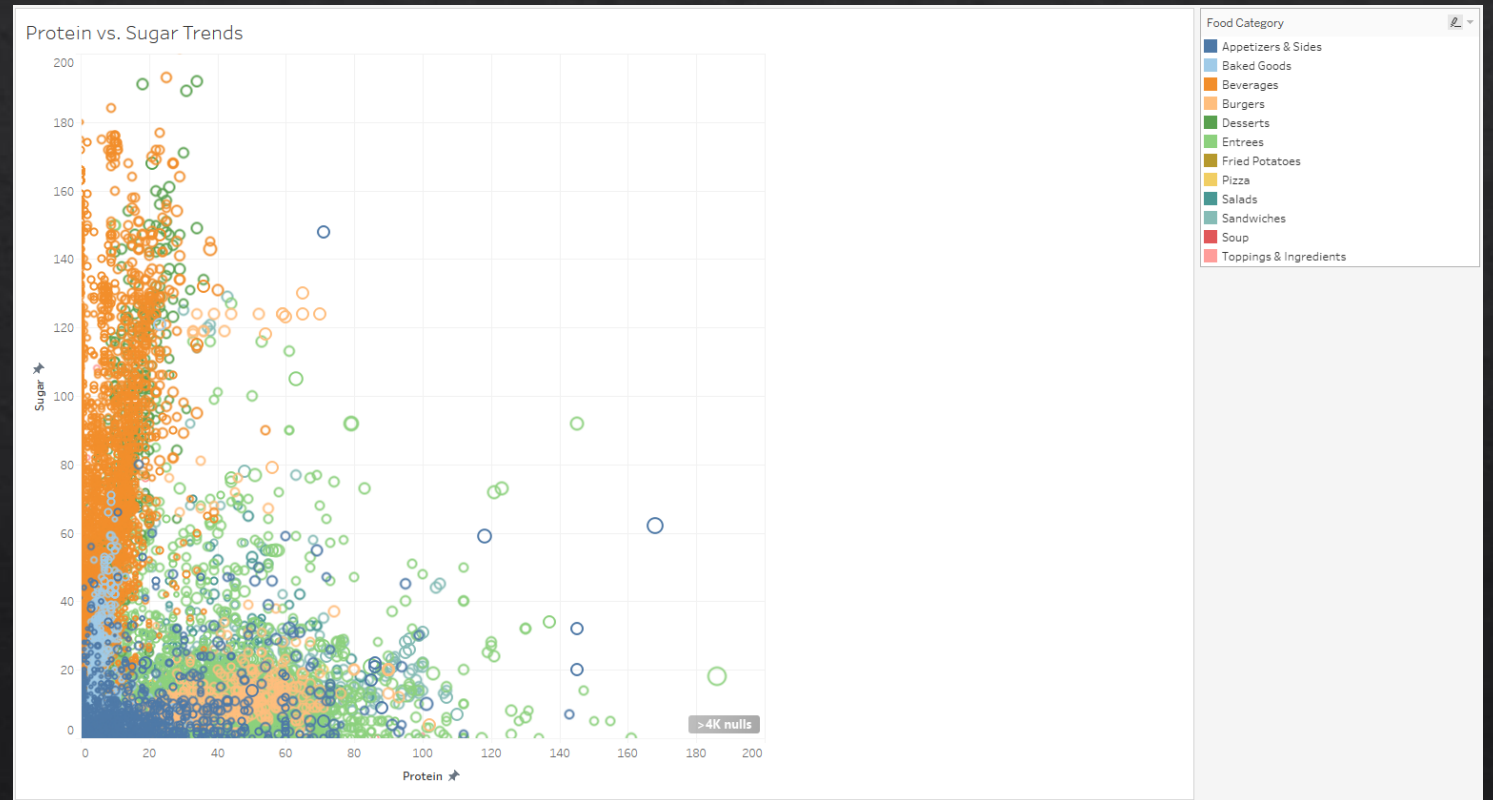
# Results

◇ (Insert)



# Results

◇ (Insert Tableau scatter plot demo here)



# Conclusions

- ◇ Recommendations
- ◇ Interesting Insights
- ◇ *No new material*



# Future Work

- ◆ What to do if I had more time?

- ◆ Questions?



# Appendix

## Sources

- ◆ NYC OpenData, [opendata.cityofnewyork.us](http://opendata.cityofnewyork.us)
  - ◆ *Open Restaurant Applications* dataset
- ◆ *MenuStat*, New York City Department of Health and Mental Hygiene, [menustat.org](http://menustat.org)

## Tools Used

- ◆ Microsoft Excel
- ◆ Tableau

