

Best location for Sushi
Restaurant in NYC

Factors to consider

- Ease of commuting, is public transportation within walking distance. It is very expensive to maintain a car in the city, being easily accessible from public transportation will be a plus.
- Income level of the neighborhood is important, as most likely customers will be from the neighborhood. People with higher income will be more likely to visit restaurant more often.
- Average age in the neighborhood is also important. Younger people is more likely to visit restaurant to gathering.
- Competitors in the neighborhood is also another important factor to consider.
- population density around the neighborhood

Median income for each Borough in NYC

	Borough	Median Income
0	The Bronx	\$37,397
1	Brooklyn (Kings)	\$56,942
2	Manhattan	\$85,071
3	Queens	\$64,509
4	Staten Island (Richmond)	\$79,201

The Median Income in Bronx rank the last

Population density

	Borough	County	Population Estimate (2018)	persons/sq. mi
0	The Bronx	Bronx	1,432,132	34,653
1	Brooklyn	Kings	2,582,830	37,137
2	Manhattan	New York	1,628,701	72,033
3	Queens	Queens	2,278,906	21,460
4	Staten Island	Richmond	476,179	8,112

Population Density in Staten Island ranks the last

% of population below 50's

	Age	NYC	Manhattan	The Bronx	Brooklyn	Queens	Staten Island
18	Median Age (years)	36.6	37.3	34	35.2	38.7	40.4
19	age < 50	67.60%	66.70%	70.30%	69.60%	65.20%	63.40%

- . Based on median income, we will drop Bronx from our Potential Candidate
- . Based on Population Density, we will drop Staten island from our list
- . And Based on % of population below 50's, we will pick Manhattan and Brooklyn as potential Borough the restaurant should pick

Neighborhood with least competition

- . Using foursquare api, it was found there are 48 neighborhoods in Brooklyn and Manhattan that has no Japanese/Sushi Restaurant
- . Of these 48 Neighborhoods that has no Japanese/Sushi Restaurant, we again use the foursquare API to find the list of neighborhoods that has the least number of restaurants

Easy of commuting

- Using the foursquare api, we look for neighborhood that has bus stop, bus station in the neighborhood (which here used these features as a proxy for easy commute)
- And only the following neighborhood satisfy the requirement,
And this will be the location we recommend.

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	Borough	Neighborhood	Latitude	Longitude
296	Brooklyn	Madison	40.609378	-73.948415
