

Introduction Section

Background

This report is for people who wish to open a new Italian cafe/restaurant.

Business Problem Section

This report will focus on issues that someone can face if he wishes to open a new café. There are multiple factors that have to be considered.

Are there many Italian cafe's/ restaurants in the area?

If there are rivaling restaurants – is it risky to open a new one?

This key question will be the main part of my project.

Discussion Section

Let's discuss the key question – the location. We need to choose a suitable location for the business.

We are located in New York. But the city is big. We have 2 option, Bronx or Manhattan.

Let's assume, that we wish to rent a place in order to open a new restaurant. Now we need to analyze – how many rivaling cafes are around the neighborhoods? If there are many rivaling places – it might be hard to open a new business there.

Data Cleaning

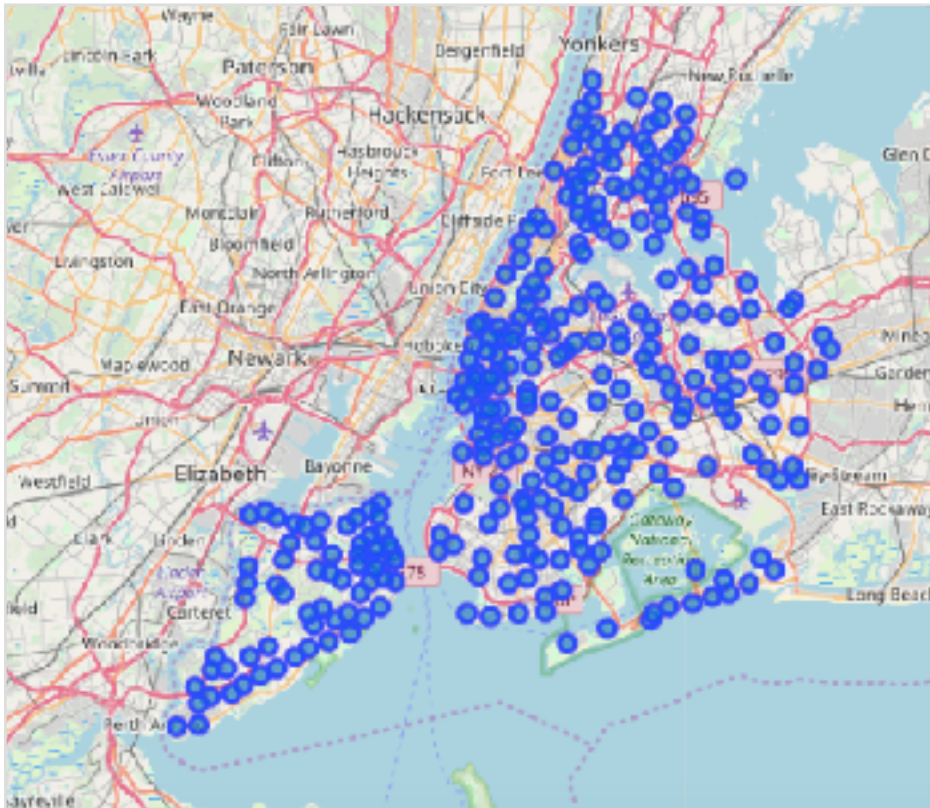
Data downloaded or scraped from multiple sources were combined into one table. There were a lot of missing values; such as not-rated-yet businesses. There are several problems with the datasets. First, description/type of business can only be entered as one word like "Italian" or "food" or "restaurant". This also makes the calculation hard. We would be able to eliminate the "Italian Supermarket" since they are not selling the cooked/warm meal. Second, multiple entries existed for the same establishment if the user rated misnamed.

Feature selection

After data cleaning, there were enough samples in the data to continue. Upon examining the meaning of each feature, it was clear that there was some redundancy in the features.

Exploratory Data Analysis

First of all we checked the businesses in New York



Then we have focused on Bronx and Manhattan Neighborhoods.



