



2021

THE BATTLE OF NEIGHBOORHOODS

Find the best place to open a Chinese restaurant in New York City

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Where the investor should open a Chinese restaurant in NYC?

NYC is the most diverse city in the world with 800 different spoken languages.

Ethnic food is the most popular and consumed in New York City.

The project aims to create a perfect place detection tool which will find the best neighbourhood or place to open a Chinese Restaurant using Foursquare API and location data in New York City

Data acquisition

Data required

- List of borough and neighborhoods of NYC
- Latitude and longitude of those neighborhoods
- Venue data, related to restaurants

Data source

- Open source dataset of New York
https://cocl.us/new_york_dataset
- Geocoder package for latitude and longitude coordinates
- Foursquare API for venue data



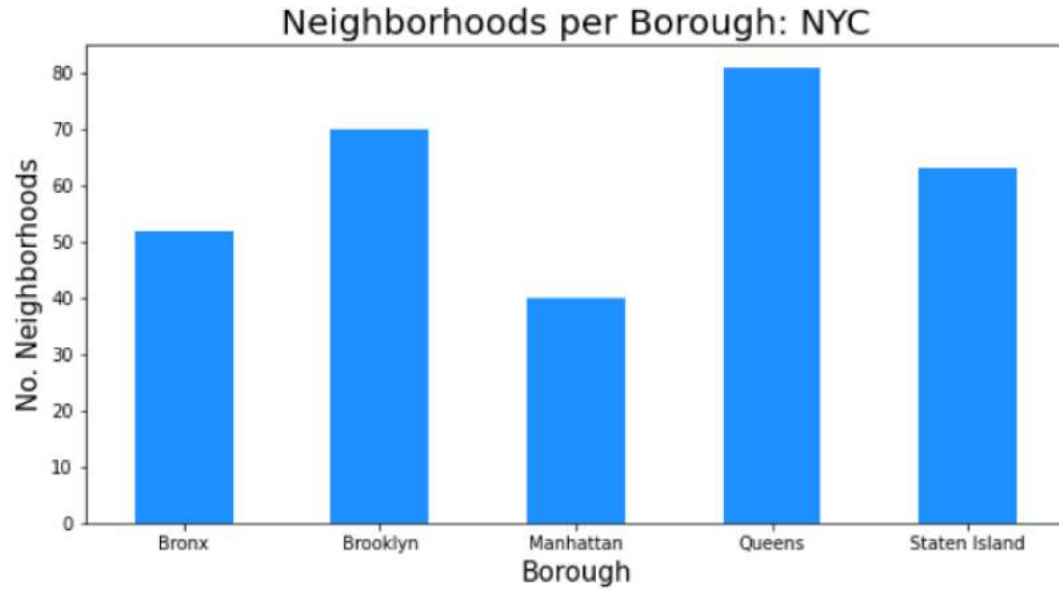
Data cleaning

- Unassigned or missing values have been dropped
- Unlabeled values have been cleaned



The clean data is processed
in a dataframe

After the data cleaning, the
total number of boroughs in
New York is 306



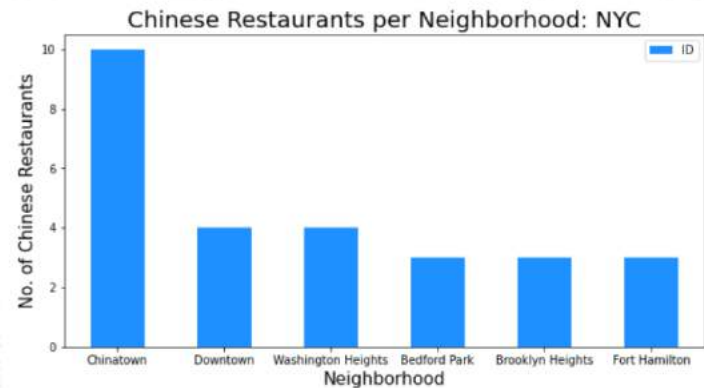
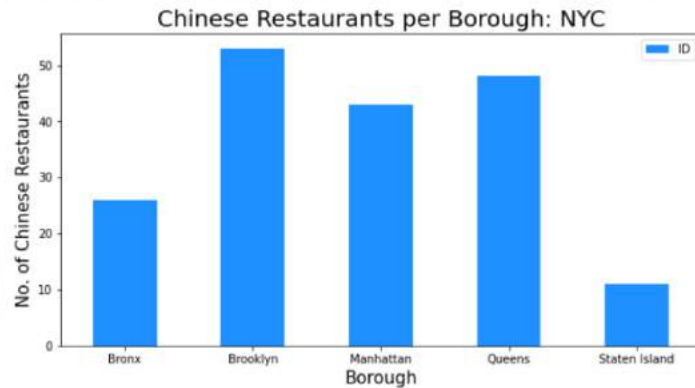
The borough that has more neighborhoods is Queens



Methodology

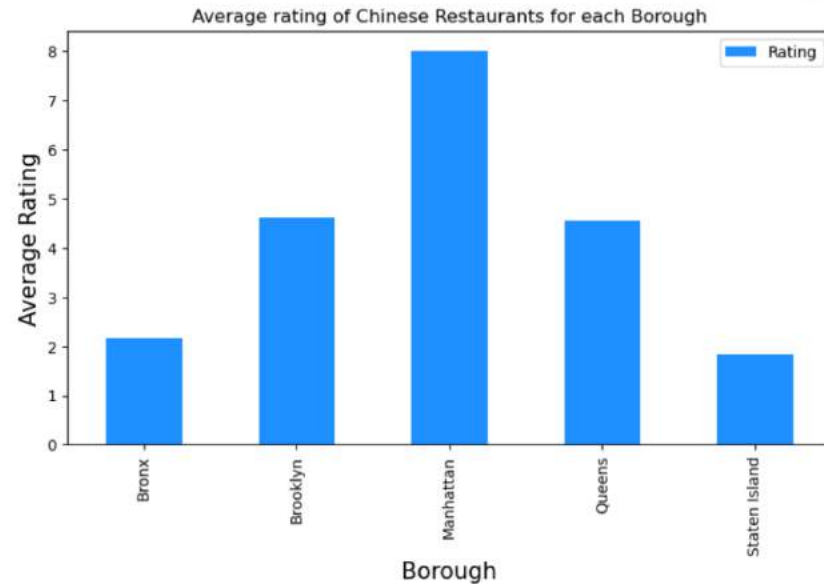
- Using FourSquare API, locate all venues and then filter by Chinese restaurants
- Ratings, tips and likes by users will be counted and added to the dataframe
- Sort the data based on ranking
- Graphical evaluation of data on a map, using the Python Folium library

Data visualization of analysis



Although Manhattan had the highest number of neighborhoods, the largest number of Chinese restaurants is located in Chinatown

Analyze the scores of restaurants with their likes, ratings and tips and create a statistic of average rating of Chinese restaurants for each borough



Results



The borough that contains more neighborhood in New York City is Queens.

Based on the database there are 183 Chinese restaurants in NYC, of which:

- Most of the Chinese restaurants divided by borough are located in Brooklyn
- Most of the Chinese restaurants divided by neighborhood are located in Chinatown

The two ideal places to open a Chinese restaurant in New York are:

- Manhattan, excluding Chinatown
- Queens

Manhattan features:

- Is the most touristic area in the entire city

With its perennial tourism and proximity to Times Square, the Empire State Building, Central Park and the Statue of Liberty ensures safe and constant incomes

- Is the area where there are more Chinese restaurants, especially in Chinatown, and have the highest reviews in all of New York

To make sure you are not overwhelmed by the competition, you should choose Manhattan as your first choice but exclude the Chinatown neighborhood



Queens features:

- Great position
- Lower rental and costs compared to Manhattan

Result map

