



BATTLE OF NEIGHBORHOODS

Identifying suitable location to open Italian Cuisine
restaurant in New York City

Abstract

This report tries to identify a suitable location for a prospective client to start a new Italian cuisine restaurant in NYC, by analyzing the spread of existing Italian restaurants across NYC neighborhoods & boroughs, along with their ratings, reviews etc.

Parag Deshpande

Contents

1. Introduction	2
1.1 Business Problem	2
1.2 Problem Statement in brief:	2
2. Data	3
3. Methodology.....	3

1. Introduction

New York City, the proverbial 'Melting Pot' of the world, is home to the most ethnically diverse population. A home for immigrants from world over, it is but natural that the city is also a gastronomical delight for food lovers across the world, with its rich and varied cuisines reflected in multitude of restaurants catering to cuisines from all over the world. Be it Italian, Mexican, Chinese, Korean, Indian, Lebanese, French, Ethiopian, Japanese – there isn't a single known world cuisine that does not find itself being represented in some way in this great city.

New York is a major metropolitan area with more than 8.4 million people living within city limits. New York is home to a large swathe of people from Italy with most of the immigration having taken place between 1900 and 1914, when almost two million Italians emigrated to America, most arriving in New York. By 1930 NYC was home to over a million Italian Americans – a whopping 17 percent of the city's population. Most Italian immigrants came from southern Italy and were contadini (landless farmers) fleeing severe poverty.

Presently, there are close to 1 million people of Italian origin, who call New York city their home.

1.1 Business Problem

Now coming to the problem at hand, ours is a client very much into the restaurant business, and given the popularity of Italian cuisine, looking for opportunities to serve this need in New York city by opening up an Italian cuisine restaurant.

But given the vastness of the city and the varied neighborhoods, they face a vexing problem:

What would be the 'Best' possible location to open a swanky new Italian restaurant in NYC, so that it would do well?

To be able to answer this question, we would look to explore the restaurant scene in New York city, specifically Italian cuisine restaurants. This report explores various neighborhoods and boroughs of NYC to understand the spread of Italian restaurants, their popularity (ratings), what areas have the most Italian restaurants, where are the best rated Italian restaurants located in NYC and so on.

1.2 Problem Statement in brief:

1. What would be the 'Best' possible location to open a swanky new Italian restaurant in NYC, so that it would do well?
2. How may Italian restaurants be there in NYC and how are they spread / distributed across different boroughs and neighbourhoods?
3. Where should I go in New York City to have the best Italian food? / Where are the best rated Italian restaurants located in NYC?

2. Data

In order to answer the above questions, the data required includes:

1. New York City neighborhoods and borough with their boundaries, latitudes & longitudes
2. NYC restaurants, particularly Italian restaurants, along with their stats like Ratings, Tips etc.

The data sources that we propose to use are listed below:

1. New York City data containing the neighborhoods and boroughs, latitudes, and longitudes will be obtained from the data source: https://cocl.us/new_york_dataset
2. New York City data containing neighborhood boundaries will be obtained from the data source: <https://data.cityofnewyork.us/City-Government/Borough-Boundaries/tqmj-j8zm>
3. For data related to the Italian restaurants including location, ratings, tips etc., Foursquare APIs would be used

3. Methodology

- Data will be collected from https://cocl.us/new_york_dataset and cleaned and processed into a data frame
- Foursquare APIs will be used to locate all restaurant venues and then filtered by Italian restaurants.
- Ratings, tips, and likes by users will be counted and added to the data frame
- Data will be sorted based on rankings (ratings by users, as available on Foursquare)
- Data will be plotted and mapped to provide a visual understanding of the analysis, basis which an attempt will be made to arrive at a meaningful conclusion to the given problem