

Japanese in New York



Coursera Capstone: IBM Data Science Course

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Introduction

New York City's demographics show that it is a large and ethnically diverse metropolis. It is the largest city in the United States with a long history of international immigration. New York City was home to nearly 8.5 million people in 2018. It accounted for over 40% of the population of New York State and a slightly lower percentage of the New York metropolitan area, home to approximately 23.6 million. Over the last decade, the city has been growing faster than the region. The New York region continues to be the leading metropolitan gateway for legal immigrants admitted into the United States. This final project explores the best locations for Japanese restaurants throughout the city of New York. Potentially the owner of the new Japanese restaurant can have great success and consistent profit. However, as with any business, opening a new restaurant requires serious consideration and is more complicated than it seems. In particular, the restaurant's location is one of the most critical factors that will affect whether it will have success or failure. So our project will attempt to answer the questions "Where should the investor open a Japanese Restaurant?" and "Where should I go if I want great Japanese food?"

Business Problem

The objective of this Capstone project is to analyze and select the best locations in the city of New York to open a new Japanese restaurant. Using Data Science methodology and instruments such as Data Analysis and Visualization, this project aims to provide solutions to answer the business question: Where in the city of New York, should the investor open a Japanese Restaurant?

Target Audience

This project is particularly useful to developers and investors looking to open or invest in a Japanese restaurant in New York. Overall, New York is a great place to open a restaurant with ethnic cuisine. New York is the most diverse city, globally. With

its diverse culture, comes diversity in the food items. There are many restaurants in New York City, each belonging to different categories like Chinese, Indian, French, and more. Why did we decide to focus on Japanese cuisine in our project? Now when the idea of a healthy lifestyle conquered the minds of people all over the country, Japanese restaurants became extremely popular, as they offer a healthy alternative to regular American eating habits.

Data

- To solve the problem, we will need the following data: New York City data containing the neighborhoods and boroughs. •
- Latitude and longitude coordinates of those neighborhoods, which are required to plot the map and get the venue data.
- Venue data related to restaurants. We are going to use this data to perform further analysis of the neighborhoods.

➤ Data Source and methodology

New York City data containing the neighborhoods and boroughs will be obtained from the open data source: https://cocl.us/new_york_dataset. After it, we will get the geographical coordinates of the regions (latitude and longitude) using the Python Geocoder package. Finally, we will use Foursquare API to get the venue data for the neighborhoods defined at the previous step. Foursquare has one of the largest databases of 105+ million places, and over 125,000 developers use this application. Foursquare API provides many categories of the venue data; we are particularly interested in the restaurant data to solve the business problem defined above. This project will require using many data science skills, from web scrapping (open-source dataset), working with API (Foursquare), data cleaning, data wrangling, to map visualization (Folium). In the next Methodology section, we will discuss and describe any exploratory data analysis that we did, any inferential statistical testing that we performed, and machine learning techniques.