

## Introduction

### Problem Statement

The New York City, is the most densely populated city in the United States. It is diverse and is the financial capital of the United States. It is known for its multiculturalism and home for business opportunities with supportive business environment. The city has attracted minds across the global with a dream to be successful on global platform which this city has to offer. Indeed, it is a global hub of business and commerce. The city is a major centre for banking and finance, retailing, world trade, transportation, tourism, real estate, new media, traditional media, advertising, legal services, accountancy, insurance, theatre, fashion, and the arts in the United States. Due it's multiculturalism and opportunities, there have been influx of people from across the to come and pursue their dreams. This influx has brought cousins from different parts of the world.

Thus, we should also accept the fact that market in NYC is highly competitive and cost of doing business or cost of living is also very high as compared with other cities. Hence, one must undergo with appropriate survey or analytics with available data to draw a conclusion to take few essential decisions even before going into the market for business. The insights derived from analysis will give good understanding of the demography, purchasing power, business environment etc which will help in strategically targeting the market. This will help in reduction of risk and the Return on Investment will be reasonable.

### Problem Description

Our main goal is to find best location for a new restaurant. The City of New York is famous for its excellent cuisine. It's food culture includes an array of international cuisines influenced by the city's immigrant history.

- Central and Eastern European immigrants, especially Jewish immigrants - bagels, cheesecake, hot dogs, knishes, and delicatessens
- Italian immigrants - New York-style pizza and Italian cuisine
- Jewish immigrants and Irish immigrants - pastrami and corned beef
- Chinese and other Asian restaurants, sandwich joints, trattorias, diners, and coffeehouses are ubiquitous throughout the city
- mobile food vendors - Some 4,000 licensed by the city
- Middle Eastern foods such as falafel and kebabs examples of modern New York street food
- It is famous for not just Pizzerias, Cafe's but also for fine dining Michelin starred restaurants. The city is home to "nearly one thousand of the finest and most diverse haute cuisine restaurants in the world", according to Michelin.

So it is evident that to survive in such competitive market it is very important to strategically plan. Various factors need to be studied in order to decide on the Location such as:

- New York Population
- New York City Demographics
- Are there any Farmers Markets, Wholesale markets etc nearby so that the ingredients can be purchased fresh to maintain quality and cost?
- Are there any venues like Gyms, Entertainment zones, Parks etc nearby where floating population is high etc
- Who are the competitors in that location?
- Cuisine served / Menu of the competitors
- Segmentation of the Borough
- Untapped markets
- Saturated markets etc

Even though well-funded XYZ Company, need to choose the correct location to start its first venture. If this is successful they can replicate the same in other locations. First move is very important, thereby choice of location is very important.

#### Target Audience:

To recommend the correct location, XYZ Company Ltd has appointed me to lead of the Data Science team. The objective is to locate and recommend to the management which neighbourhood of New York city will be best choice to start a restaurant. The Management also expects to understand the rationale of the recommendations made.

This would interest anyone who wants to start a new restaurant in New York city.

#### Success Criteria:

The success criteria of the project will be a good recommendation of borough/Neighbourhood choice to XYZ Company Ltd based on Lack of such restaurants in that location and nearest suppliers of ingredients.