

New Restaurant in New York City

The Battle of Neighbourhood



Introduction



New York City is one of the most densely populated city in the US, and it is financial capital of the country. Thus, it attracts people from different communities/society across the globe.

There are huge varieties of cuisine available in NYC and market is very competitive.

For a New Business owner for a dream to open a new restaurant is indeed a problem of battle of neighbourhoods.



PROBLEM

- Restaurant should have cuisines based demographics of the area.
- Price range of the cuisine should also considered as per the neighbourhoods' per capita income.
- To study whether restaurant market is saturated in given borough.
- Availability of fresh ingredients to serve better to the customers
- To find best location for the new restaurant

Data Overview

- We will use data of NYC's population, demographics and popular cuisine.
- We have data of Farmers' Market location based on neighbourhoods, borough and geo-coordinate locations.
- We will access Foursquare database for venues in New York City.



Methodology

Analytical Approach



NYC Population Study



Farmers Market Cluster Study



Cuisine's Word Cloud



NYC Venues Cluster

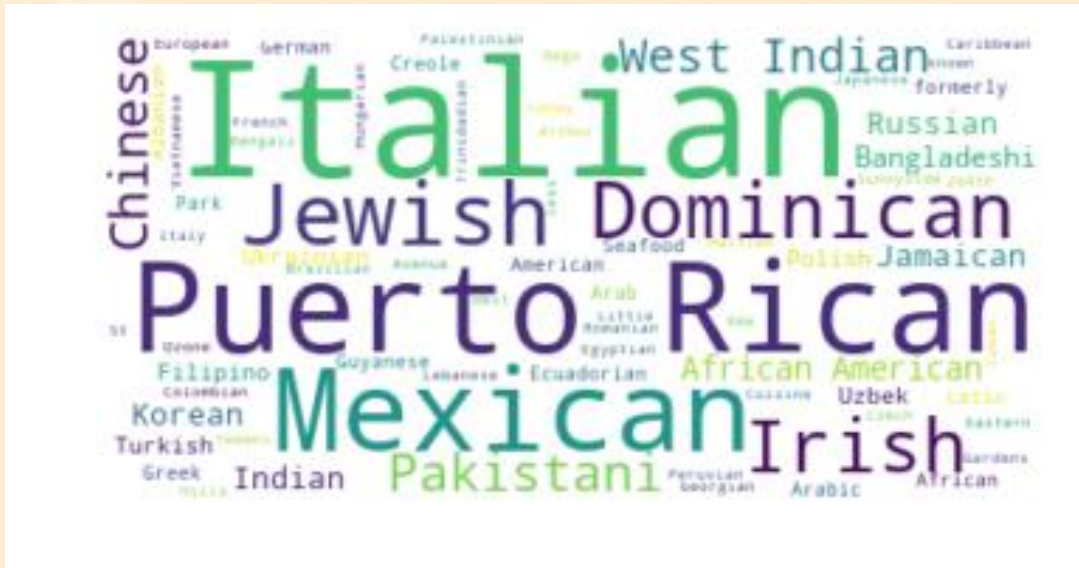
New York City Population

	Borough	County	Population	GDP	Per Capita Income	Sq Miles	Sq Km	person per sq mi	person per sq km
1	The Bronx	Bronx	1,471,160	28.787	19,570	42.10	109.04	34,653	13,231
2	Brooklyn	Kings	2,648,771	63.303	23,900	70.82	183.42	37,137	14,649
3	Manhattan	New York	1,664,727	629.682	378,250	22.83	59.13	72,033	27,826
4	Queens	Queens	2,358,582	73.842	31,310	108.53	281.09	21,460	8,354
5	Staten Island	Richmond	479,458	11.249	23,460	58.37	151.18	8,112	3,132

New York City - Demographics

	Racialcomposition	2010	1990	1970	1940[251]
0	White	44.0%	52.3%	76.6%	93.6%\r
1	—Non-Hispanic	33.3%	43.2%	62.9%	92.0%\r
2	Black or African American	25.5%	28.7%	21.1%	6.1%\r
3	Hispanic or Latino (of any race)	28.6%	24.4%	16.2%	1.6%\r
4	Asian	12.7%	7.0%	1.2%	—\r

NYC Cusines



Brooklyn Cuisine



Popular Cuisines...

Manhattan Cuisines

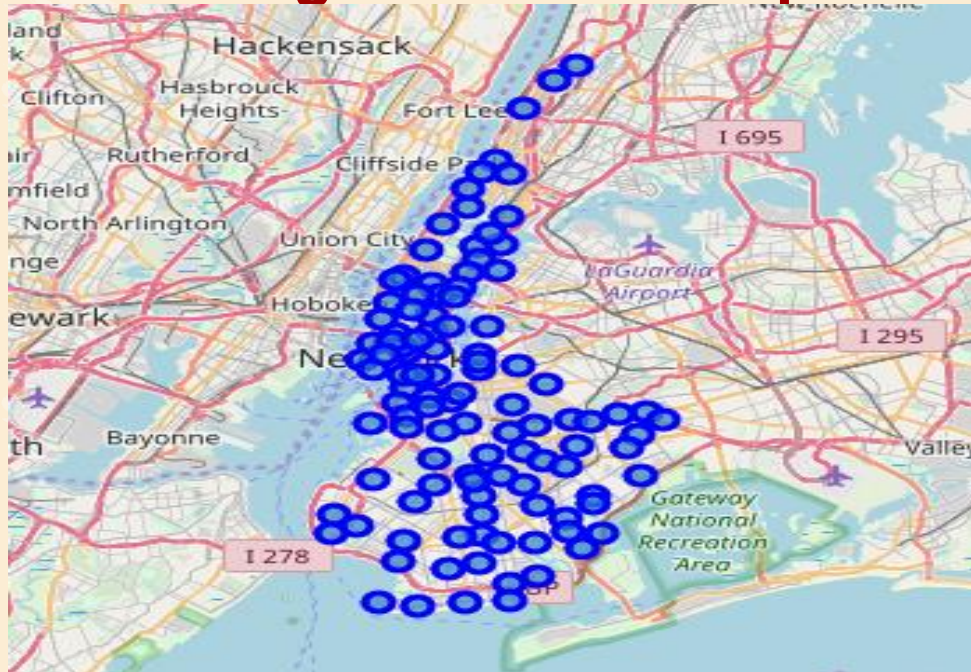


Queens Cuisines



Neighbourhood and Venue

Brooklyn & Manhattan Neighbourhood Map



Brooklyn & Manhattan Venue Map

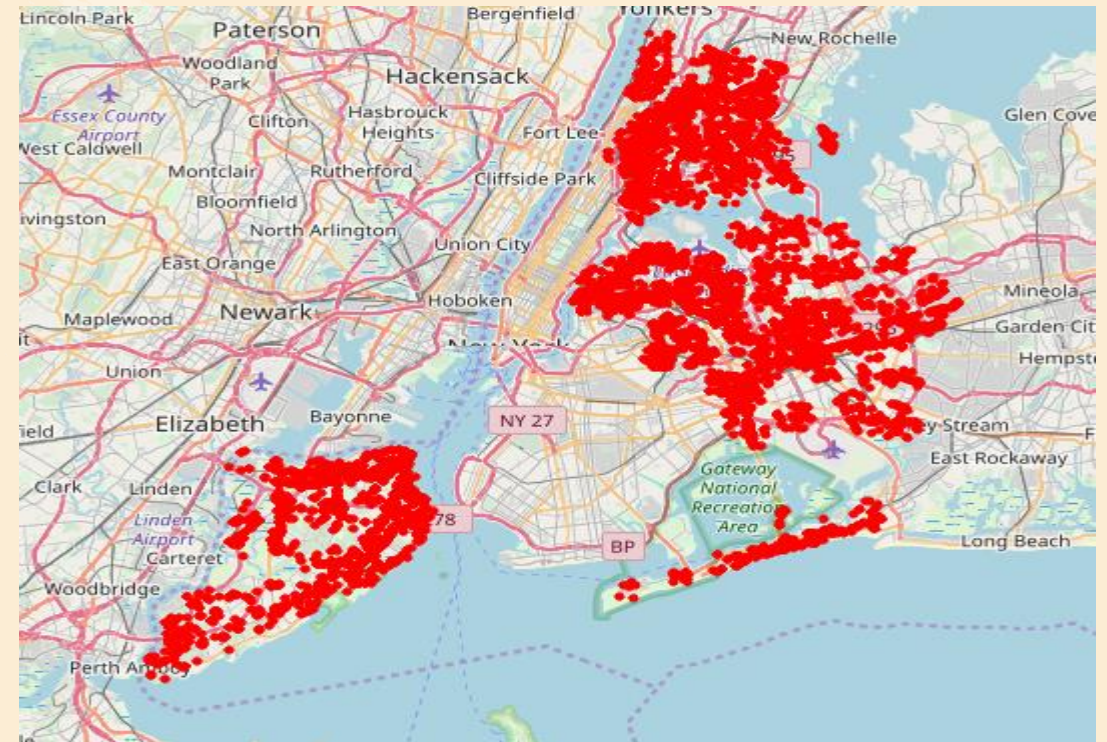


Neighbourhood and Venue

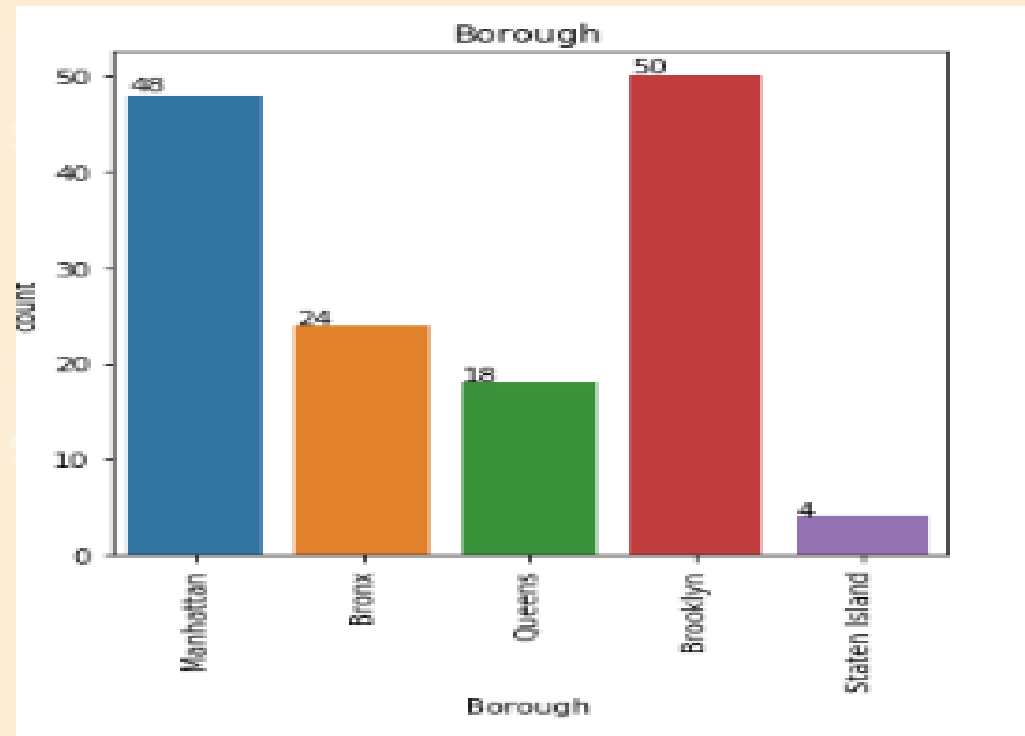
Bronx, Queens, Staten Island Neighbourhood Map



Bronx, Queens, Staten Island Venue Map



Farmer Market



Clustering

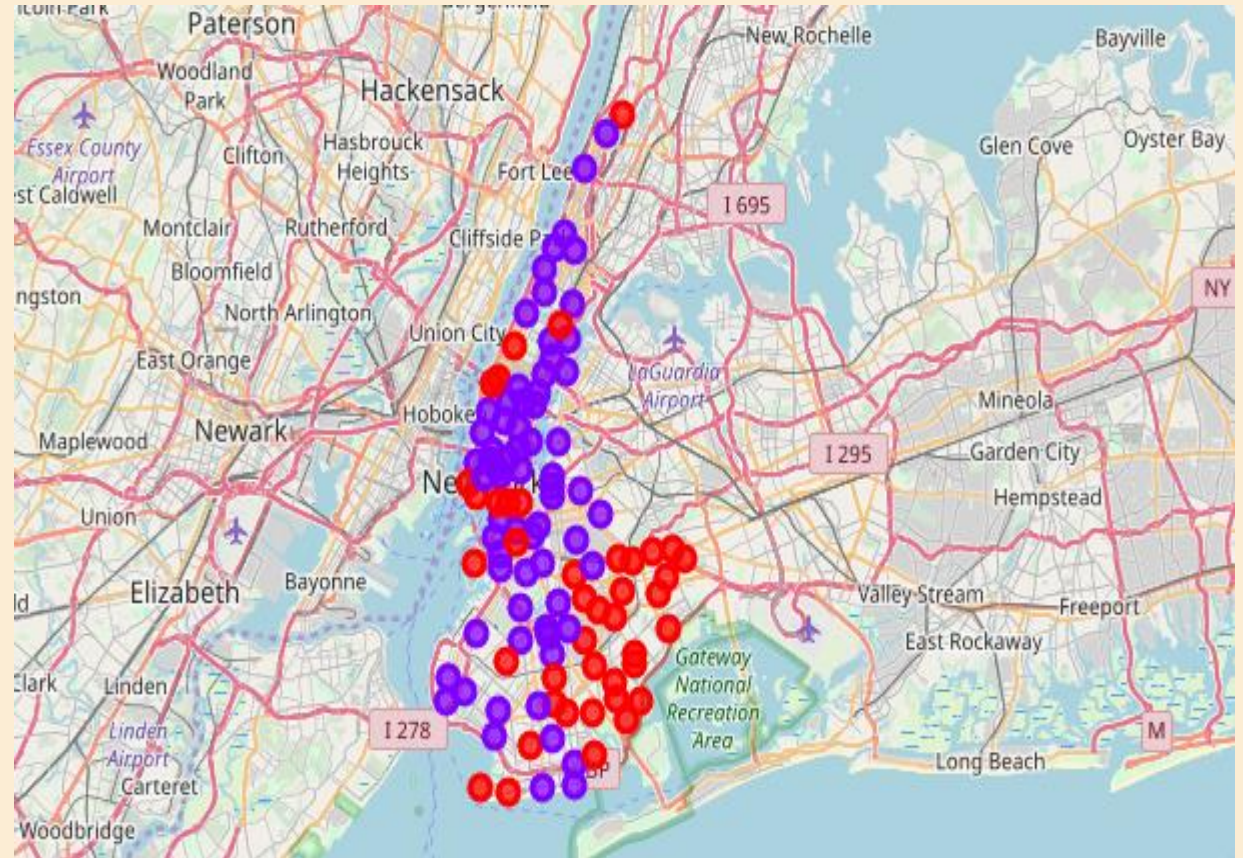
Restaurant Cluster in Brooklyn and Manhattan

0

It shows that the market is not saturated

1

It shows that the markets are saturated



Clustering

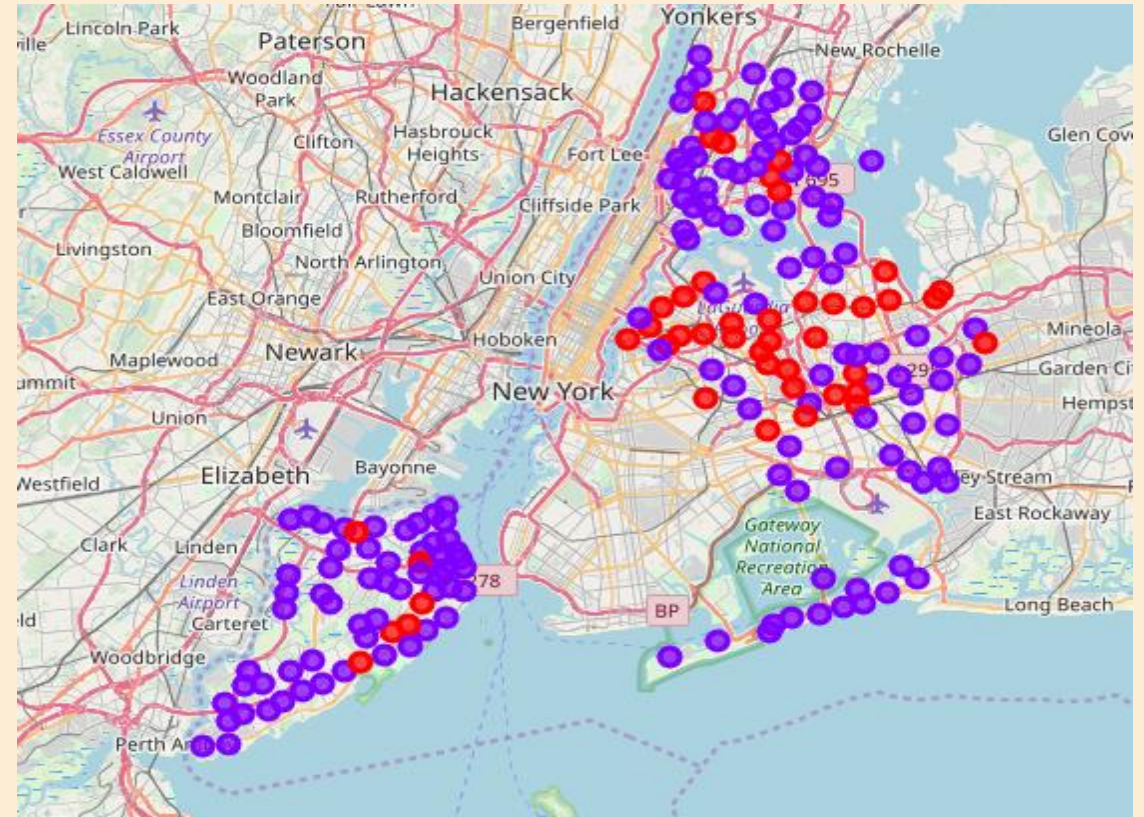
Restaurant Cluster in Bronx, Queens & Staten Island

0

It shows that the market is not saturated

1

It shows that the markets are saturated





Discussion

- There is scope for restaurant in Bronx, Queens and Staten Island.
- There is scope to explore cuisines of various countries in Bronx, Queens and Staten Island.
- In Manhattan and Brooklyn restaurants of cuisines of many countries are available. So if risk can be taken with great menu on board. It also shows people love eating cuisines of various countries.

Conclusion

- This analysis is performed on limited data. This may be right or may be wrong. But if good amount of data is available there is scope to come up with better results. If there are lot of restaurants probably there is lot of demand. Brooklyn and Manhattan has high concentration of restaurant business. Very competitive market. Bronx, Queens and Staten Island also has good number of restaurants but not as many as required. So this can be explored.
- Based on per capita and population density, Manhattan and Brooklyn are suitable place for new restaurant but market is almost saturated in these boroughs.
- Further, based on farmers' market data, availability of fresh ingredients may have identified best in Brooklyn and lowest in Staten Island. And since Brooklyn has competitive restaurant market where as Staten Island is almost untapped for the restaurant, and not to mention per capita in Brooklyn and Staten Island is almost same but there is huge different in population. We have cuisine data for the Brooklyn and we do not have sufficient data for the Staten Island.
- As per the neighbourhood or restaurant type mentioned like Indian Restaurant analysis can be checked. A venue with lowest risk and competition can be identified.



THANK YOU!

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