

Capstone Project - The Battle of Neighborhoods

Analysis for Indian Restaurants in NYC, USA

Business Problem: -

The objective of this project is to analyze the Indian restaurants in New York City so that potential customer and investor can have better understanding of the locations which will help them to take decisive action for their investment in restaurant in best location and reap the benefits accordingly.

This project will leverage IBM Watson platform and Data analysis & visualization tools to solve the below business problems: -

- 1- Find the top locations/neighborhoods for Indian restaurants in NYC.
- 2- Choose the best location to invest.

Background: -

New York City (NYC), USA is a world famous metropolitan/cosmopolitan city and there is large presence of International community, students, working professionals, Immigrants. There is huge potential for restaurant business considering multi-culture/ethnicity. Asian/Indian is such a large community in NYC and It will help the investors to identify the best location for their upcoming restaurant to attract Indian/Asian students, immigrants and anyone interested in Indian food or multi-cuisine.

Target Audience: -

This project is particularly useful for real estate developers and investors who are looking to open or invest in an Indian restaurant in the NYC.

Data Requirements: -

For this project, we will need following data for analysis: -

- 1- Indian restaurants location data in NYC (New York City).
- 2- Latitude and longitude coordinates of those locations.
- 3- Restaurant details including ratings, likes etc.

Data Sources: -

We will use below data sources for Indian Restaurants details: -

- 1- Open data source for New York locations and coordinates.
(https://cocl.us/new_york_dataset)

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- 2- Foursquare API to get the venue data for the neighborhoods.
(<https://developer.foursquare.com/>)

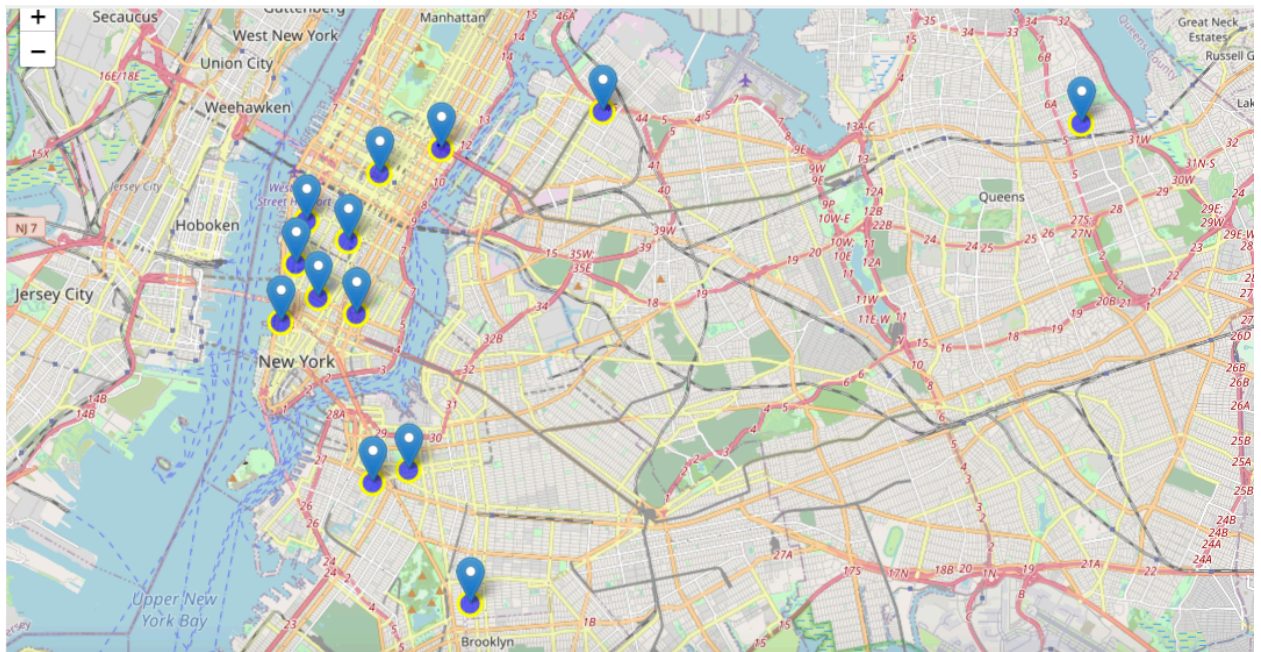
Methodologies: -

- 1- Collect the data from https://cocl.us/new_york_dataset . Clean and process the data.
- 2- Using Foursquare API's, find all venues for Indian restaurants.
- 3- Sort the data based on rankings.
- 4- Analyze and Visualize the data by Python libraries.

Results: -

Below are the results for our analysis:

- 1- Highest number of Indian restaurants are located in Manhattan



- 2- Manhattan has the highest average rating for Indian Restaurants.
- 3- Two neighborhoods with the highest average rating for Indian Restaurants are located in Manhattan (Tribeca & NoHo).
- 4- Refer to detailed report for further analysis and metrics.

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Conclusion: -

- 1- Based on the results of our analysis, Manhattan and Brooklyn are the best locations for Indian restaurants in NYC.
- 2- Manhattan is preferred location to open a new Indian restaurant followed by Brooklyn.
- 3- In Manhattan, neighborhoods like Tribeca & Noho are the best places to open a new Indian restaurant.
- 4- With the help of Data analysis tools, solution of business problems identified effectively.
- 5- Results will provide insights to investors and business stakeholders to take appropriate decision and invest in right location within NYC for their Indian restaurants.

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Thank You