

Investigate the neighborhood  
in Manhattan to open a  
restaurant

Qian Huang

# Introduction

- Manhattan is the most multicultural and cosmopolitan city in the north America. It has diverse cultures, embrace lots of immigrants and welcome many tourists.
- I would like to explore Manhattan in the area of restaurants and give the suggestions on where to open a restaurant and choices of their tastes in each city.
- Investors looking forward to opening a new restaurant in Manhattan would find this project to be useful in finding the good neighborhood and what type of restaurant will agree to the taste of the populations.

# Data

## 2014 New York City Neighborhood Names

**Description:** This New York City Neighborhood Names point file was created as a guide to New York City's neighborhoods that appear on the web resource, "New York: A City of Neighborhoods." Best estimates of label centroids were established at a 1:1,000 scale, but are ideally viewed at a 1:50,000 scale.

**Publisher:** [New York \(City\). Department of City Planning](#)

**Collection:** [Bytes of the Big Apple](#)

**Place(s):** [New York, New York, United States](#)

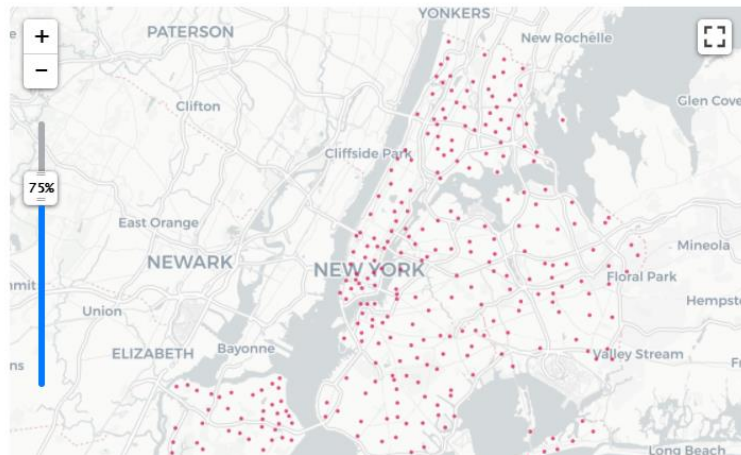
**Subject(s):** [Neighborhoods](#), [Neighborhood planning](#), and [Communities](#)

**Format(s):** [Shapefile](#)

**Year:** 2014

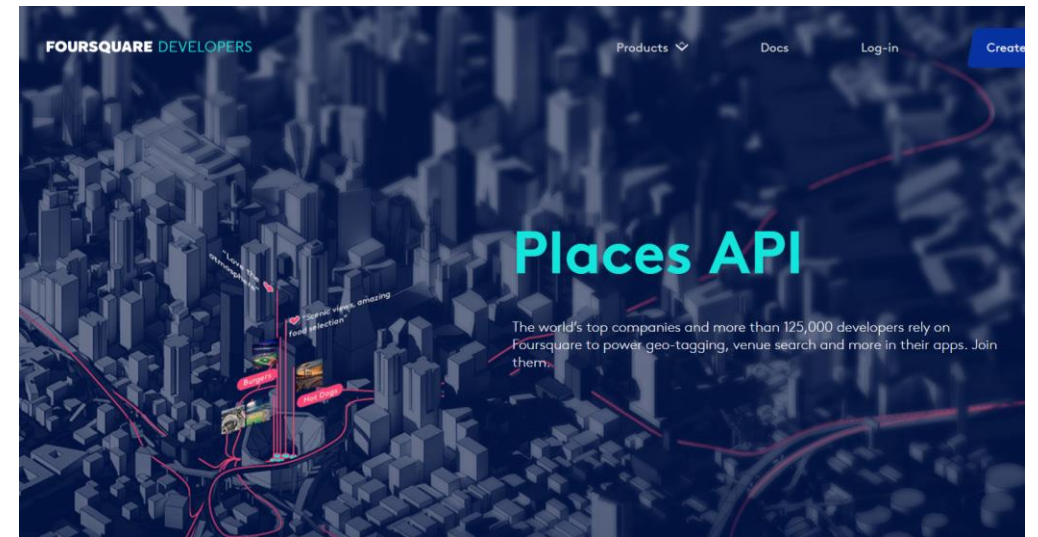
**Held by:** [NYU](#)

**Preservation record:** <http://hdl.handle.net/2451/34572>



Attribute	Value
name	Manhattan Valley
stacked	2
annoline1	Manhattan
annoline2	Valley
annoline3	
annoangle	0E-11
borough	Manhattan

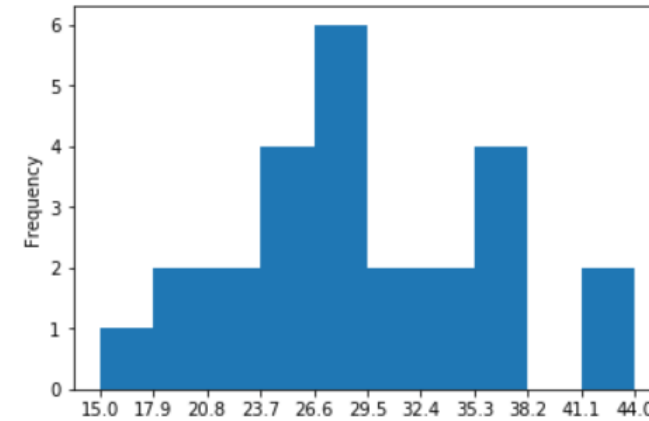
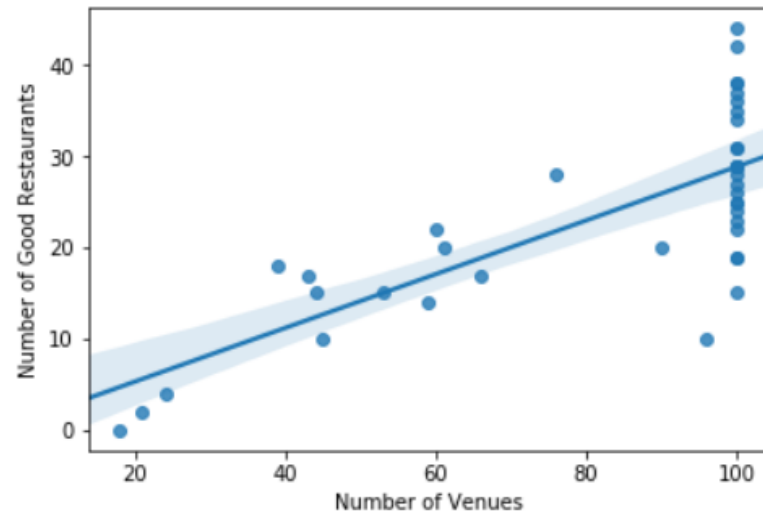
[https://geo.nyu.edu/catalog/nyu\\_2451\\_34572](https://geo.nyu.edu/catalog/nyu_2451_34572)



<https://developer.foursquare.com/places-api>

# Methodology and Results

	Number of Venues	Number of Good Restaurants
Neighborhood		
Battery Park City	96	10.0
Carnegie Hill	100	23.0
Central Harlem	44	15.0
Chelsea	100	27.0
Chinatown	100	42.0

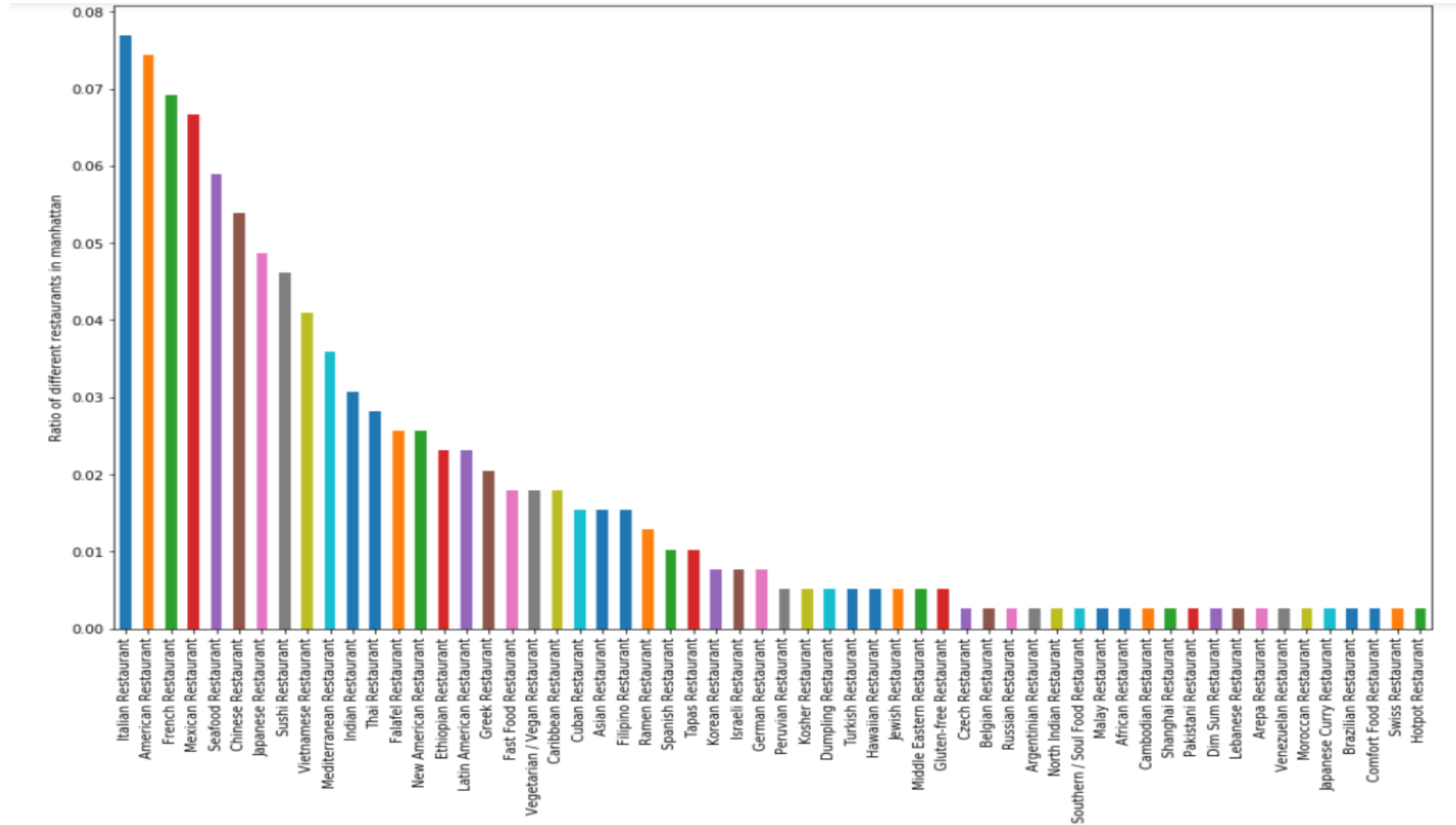


	Number of Venues	Number of Good Restaurants
Neighborhood		
Lincoln Square	100	15.0
Midtown	100	19.0
Soho	100	19.0
Financial District	100	22.0
Carnegie Hill	100	23.0

# Methodology and Result

	Neighborhood	1st Most Common restaurant	2nd Most Common restaurant	3rd Most Common restaurant	4th Most Common restaurant	5th Most Common restaurant	6th Most Common restaurant	7th Most Common restaurant	8th Most Common restaurant	9th Most Common restaurant	10th Most Common restaurant
0	Battery Park City	Italian Restaurant	American Restaurant	Indian Restaurant	Seafood Restaurant	Mexican Restaurant	Sushi Restaurant	Chinese Restaurant	Vietnamese Restaurant	French Restaurant	Ethiopian Restaurant
1	Carnegie Hill	Japanese Restaurant	Italian Restaurant	French Restaurant	Thai Restaurant	Chinese Restaurant	Kosher Restaurant	Mediterranean Restaurant	Mexican Restaurant	Filipino Restaurant	New American Restaurant
2	Central Harlem	African Restaurant	American Restaurant	French Restaurant	Seafood Restaurant	Chinese Restaurant	Ethiopian Restaurant	Southern / Soul Food Restaurant	Tapas Restaurant	Caribbean Restaurant	Falafel Restaurant
3	Chelsea	Italian Restaurant	Seafood Restaurant	American Restaurant	Mexican Restaurant	Tapas Restaurant	Asian Restaurant	Sushi Restaurant	Israeli Restaurant	French Restaurant	New American Restaurant
4	Chinatown	Chinese Restaurant	Vietnamese Restaurant	American Restaurant	Dim Sum Restaurant	Hotpot Restaurant	Dumpling Restaurant	Mexican Restaurant	Asian Restaurant	Greek Restaurant	Malay Restaurant

# Methodology and Result



# Discussion

- The area of each neighborhood is unknown. The area size information should help analyze the density of restaurant in each neighborhood.
- More works should be done to group restaurant types and it is very complex. For example, should Japanese Restaurants include Sushi Restaurants or not? What is the meaning of Asian Restaurants?

# Conclusion

- After analyzing the venues in each neighborhood in Manhattan, I recommend to open new restaurants in Lincoln Square, Midtown or Soho. These areas are popular but has less good restaurants compared with other popular neighborhood.
- The most popular restaurant types in Manhattan: Italian, American, French, Mexican or Seafood.