

SEARCH FOR THE SMART CHOICE OF RESTAURANT AS A BUSINESS IN NYC

Raja Soman

Which restaurant business should I get into?

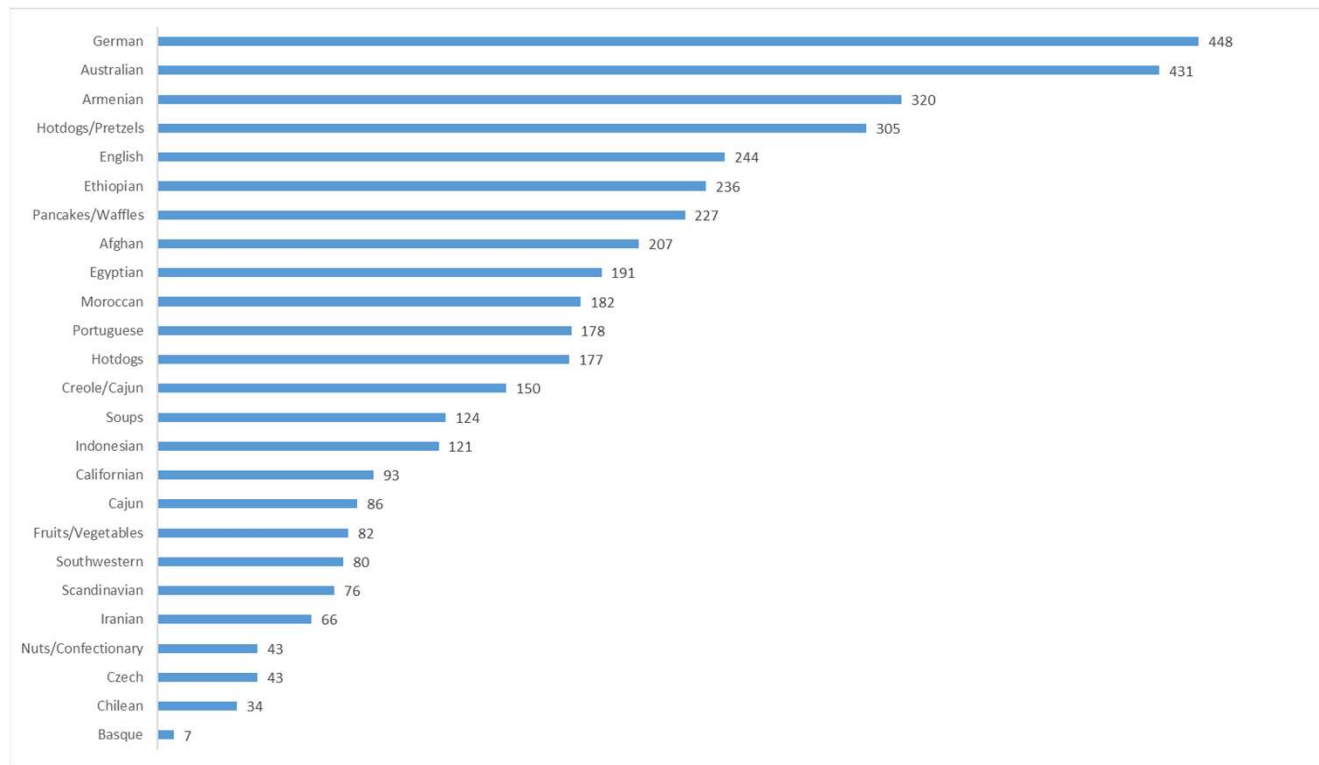
This question further has associated questions to be answered

- Which cuisines are prevalent in NYC?
- Which cuisines are relatively absent in NYC?
- Where is cuisine absenteeism seen the most?
- Which sensible selections could be made as cuisines of choice for the business?
- Which sensible boroughs of NYC could be chosen as target locations?

Where do I get the data for my analysis?

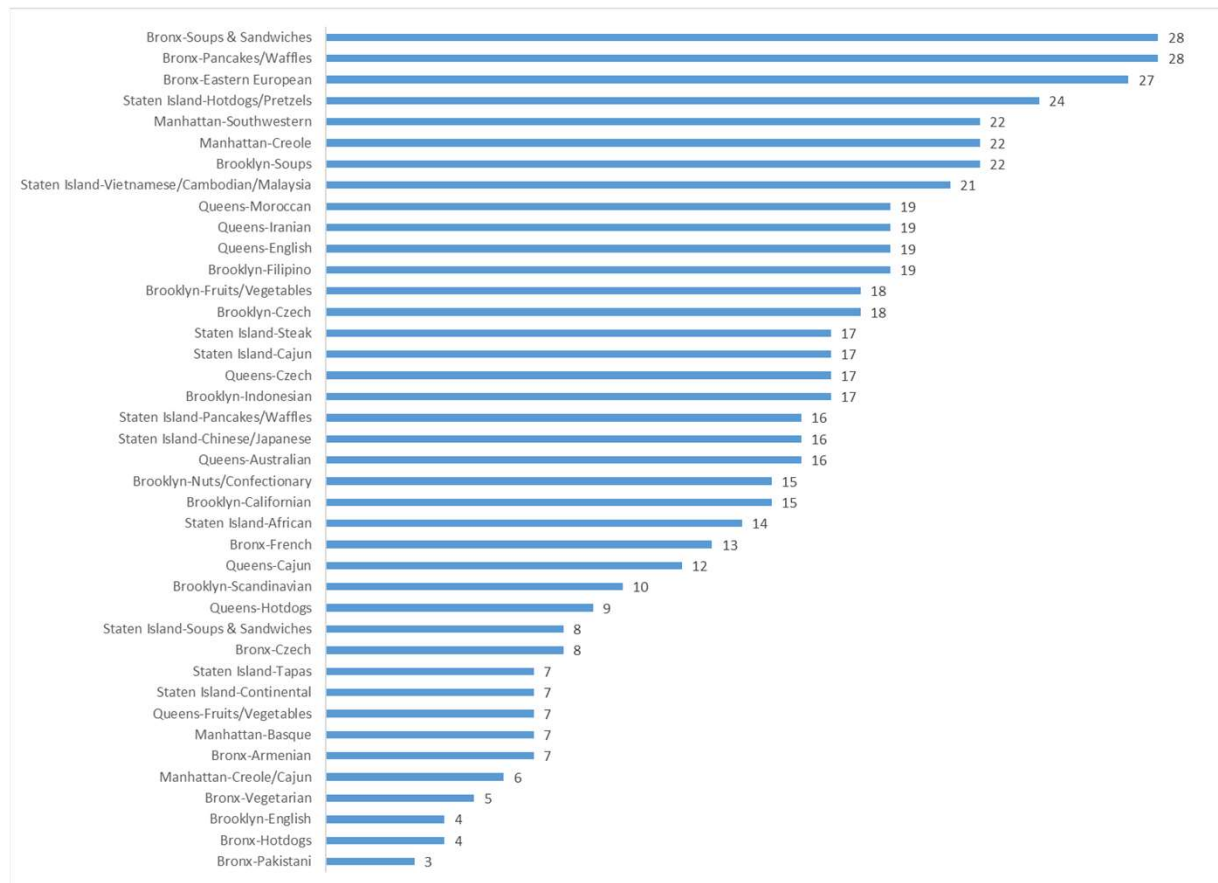
- Open source data is the best bet
- Foursquare API ran into issues of “Quota error” and hence there was uncertainty
- The nyc.gov website is an excellent choice to get geographical data on NYC restaurants

The least prevalent restaurant types in NYC



**These are the bottom
20 most frequent
cuisine types in NYC
across all boroughs**

The least prevalent restaurant types in NYC



A further deep dive in to which borough has how many of the low-frequency cuisines reveals more insight

Focusing on 3 cuisines

Having seen the most “absent” cuisines in NYC, we pick the following 3 types as our target cuisines

1. Hotdogs

- a) This is a fast food, non-specialty type of restaurant
- b) There is scope to have gourmet offerings which are rare

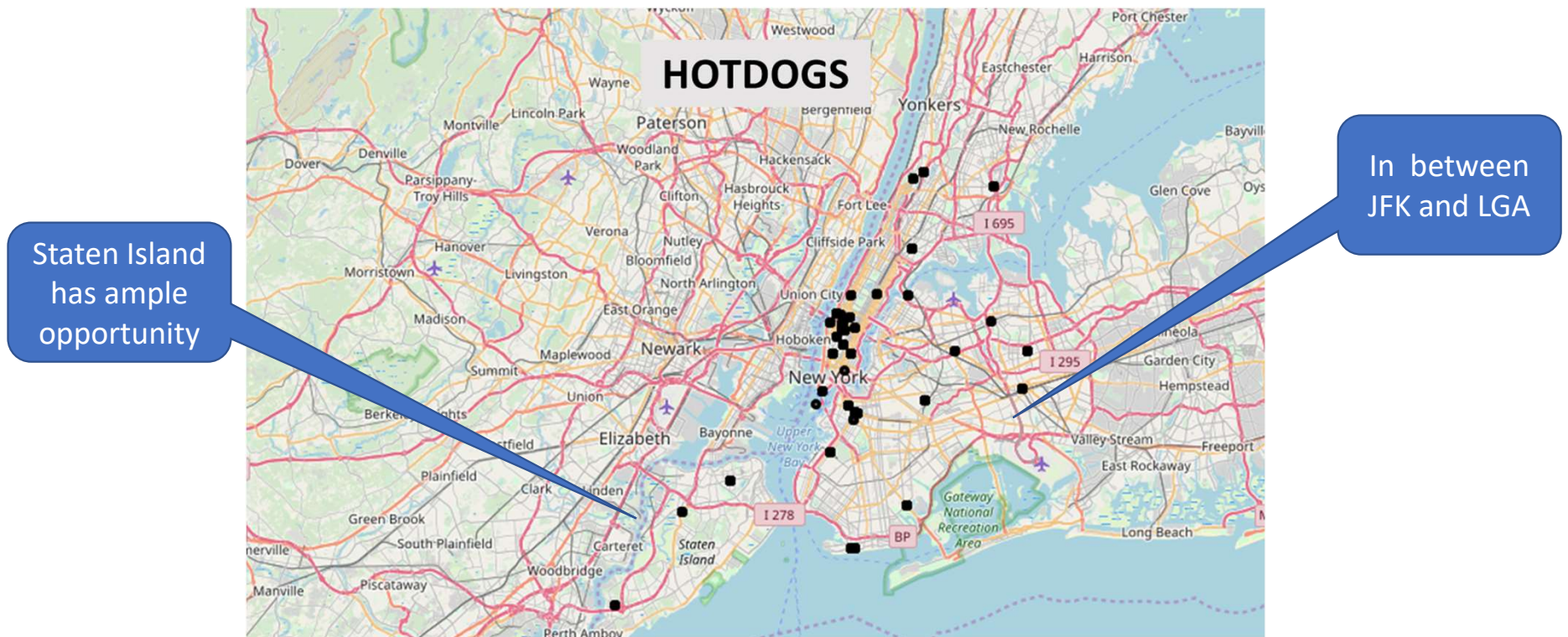
2. English style

- a) This is a cuisine by itself and is relatively uncommon though well-known
- b) Typically fine ale goes with English cuisine which makes it a lucrative business opportunity

3. Pancakes

- a) This is yet another well known cuisine which is relatively absent in NYC
- b) As opposed to chains like IHOP, there seems to be an opportunity to provide gourmet home-made style pancakes

Maps to visualize potential locations



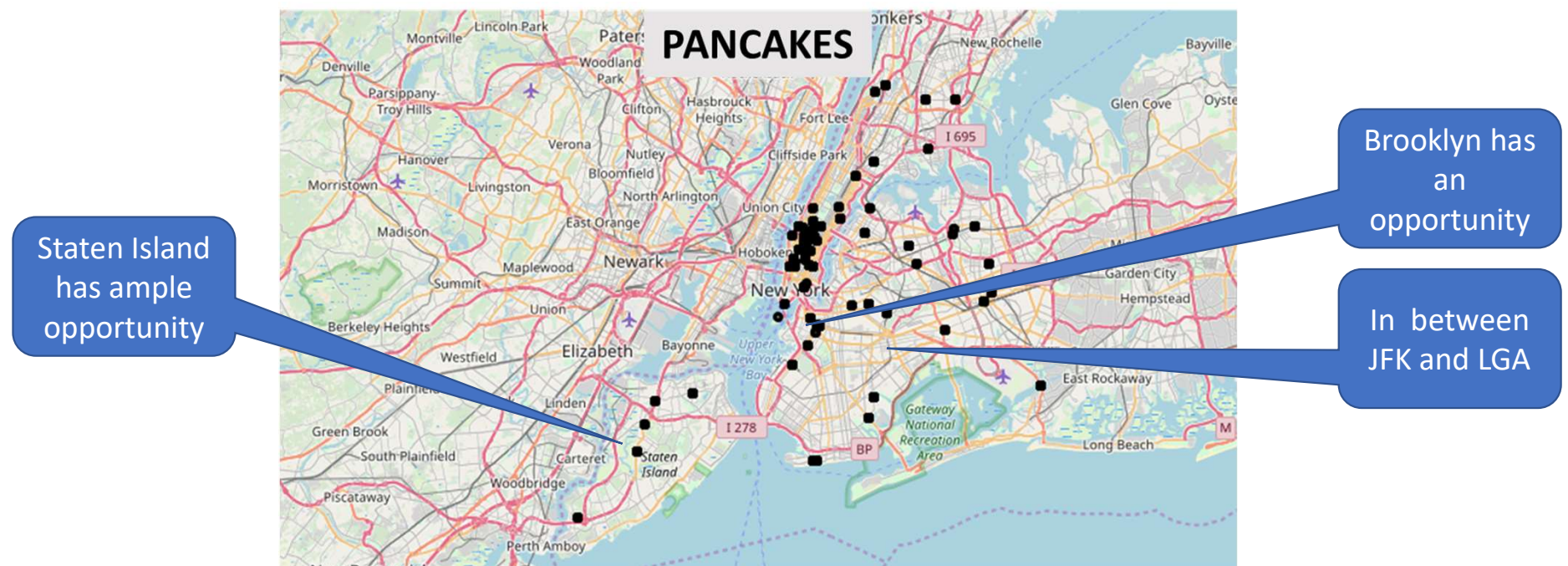
Maps to visualize potential locations



Staten Island
has ample
opportunity

Brooklyn has
an
opportunity

Maps to visualize potential locations



Actionable insights based on analysis and observation

Cuisine

- Hotdogs
- English style
- Pancakes

Location

- Staten Island
- North Brooklyn
- Area between JFK and LGA