

Where to open a restaurant in New York City?

Introduction

The purpose of this project is to determine where a new restaurant should be opening in New York City. According to a study by Ohio State University, 60% of new restaurants do not make it past their first year. (<https://journals.sagepub.com/doi/abs/10.1177/0010880405275598>).

Consequently entrepreneurs need to use existing data to give themselves a geographical advantage as the industry is competitive. Additionally the characteristics of successful restaurants will be examined. The result will be a recommendation of where and what type of restaurant new entrepreneurs should open in New York City.

Data

New York University's Spatial Data Repository (https://geo.nyu.edu/catalog/nyu_2451_34572.) contains neighbourhood names. Foursquare will be utilised to provide neighbourhood vendors.