



# Bronx Middle Eastern Restaurants

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## Choosing a location for a Middle Eastern Restaurant in the Bronx

- As we all aware location is the primary success factor in restaurant business. The Bronx is ideal for opening a Middle Eastern restaurant due to its diversity.
- Find the **proper location** that will give me a competitive edge but yet an attraction zoon



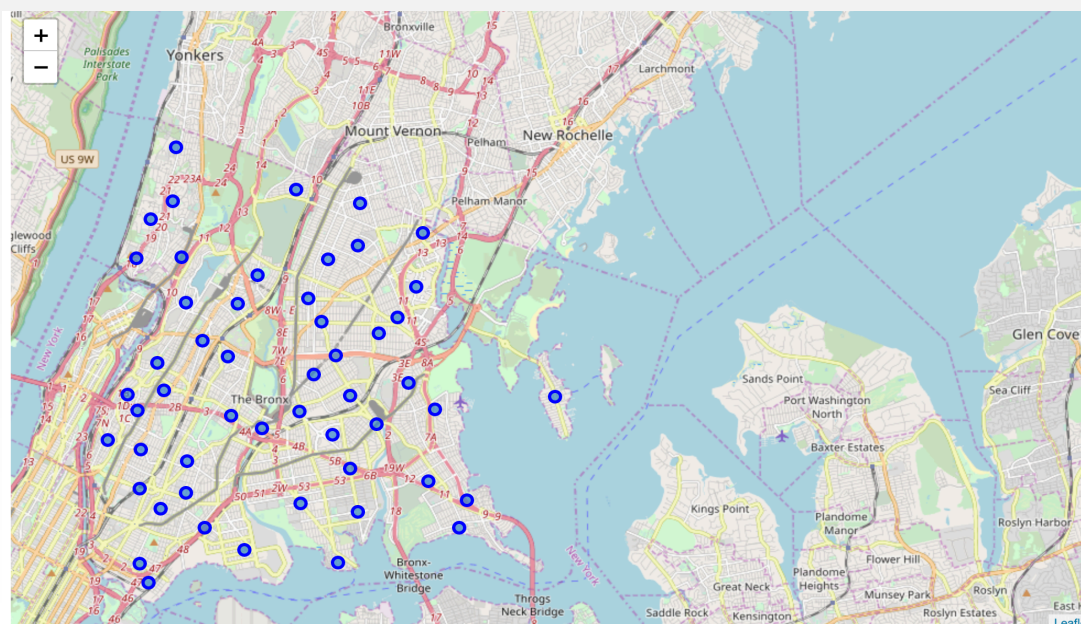
# Data Acquisition

- Neighborhood information comes from [https://geo.nyu.edu/catalog/nyu\\_2451\\_34572](https://geo.nyu.edu/catalog/nyu_2451_34572).
- Geo Coordinates for each Neighborhood comes from [https://geo.nyu.edu/catalog/nyu\\_2451\\_34572](https://geo.nyu.edu/catalog/nyu_2451_34572)



# Neighborhood Of interests

- Get centroids of our candidate neighborhoods to determines venues around them





# Restaurants in each Neighborhood

- Use Foursquare to get restaurants information within 1000 meters from the centroids of each area.

	name	categories	lat	lng
0	Lollipops Gelato	Dessert Shop	40.894123	-73.845892
1	Ripe Kitchen & Bar	Caribbean Restaurant	40.898152	-73.838875
2	Ali's Roti Shop	Caribbean Restaurant	40.894036	-73.856935
3	Jackie's West Indian Bakery	Caribbean Restaurant	40.889283	-73.843310
4	Rite Aid	Pharmacy	40.896649	-73.844846



# Finding Areas with High Number of Restaurants

- Grouped data to see where are the Middle Eastern restaurants. We can use two approaches, we can select the areas with high concentrations of Middle Eastern restaurants, and this insures that there is a market for this type of food. The other approach we select areas with no Middle Eastern restaurant frequency the competition is less but the risk may be high.
- I choose the first approach



# The Data

	Neighborhood Latitude	Neighborhood Longitude	Venue	Venue Latitude	Venue Longitude	Venue Category
Neighborhood						
Bedford Park	1	1	1	1	1	1
Bronxdale	3	3	3	3	3	3
Concourse	1	1	1	1	1	1
Concourse Village	1	1	1	1	1	1
Hunts Point	1	1	1	1	1	1
Kingsbridge Heights	1	1	1	1	1	1
Morris Heights	1	1	1	1	1	1
Morrisania	1	1	1	1	1	1
Mount Eden	1	1	1	1	1	1
Norwood	1	1	1	1	1	1
Van Nest	3	3	3	3	3	3



# Results

Bronxdale population is 79, 188. The demographics of Bronxdale is made of the following

- Citizen US Born 44,972
- Citizen Not US Born 21,611
- Not Citizens 12,605

## **Van Nest**

Van Nest population is 20,069. The demographics of Bronxdale is made of the following

- Citizen US Born 11,370
- Citizen Not US Born 5,378
- Not Citizens 3,321





## My Choice

- From the above data, I would choose Bronxdale since it has higher population and large number of immigrants. This will increase the success of the restaurant