



The Battle of Neighbors

French Cuisine As A Business Venture

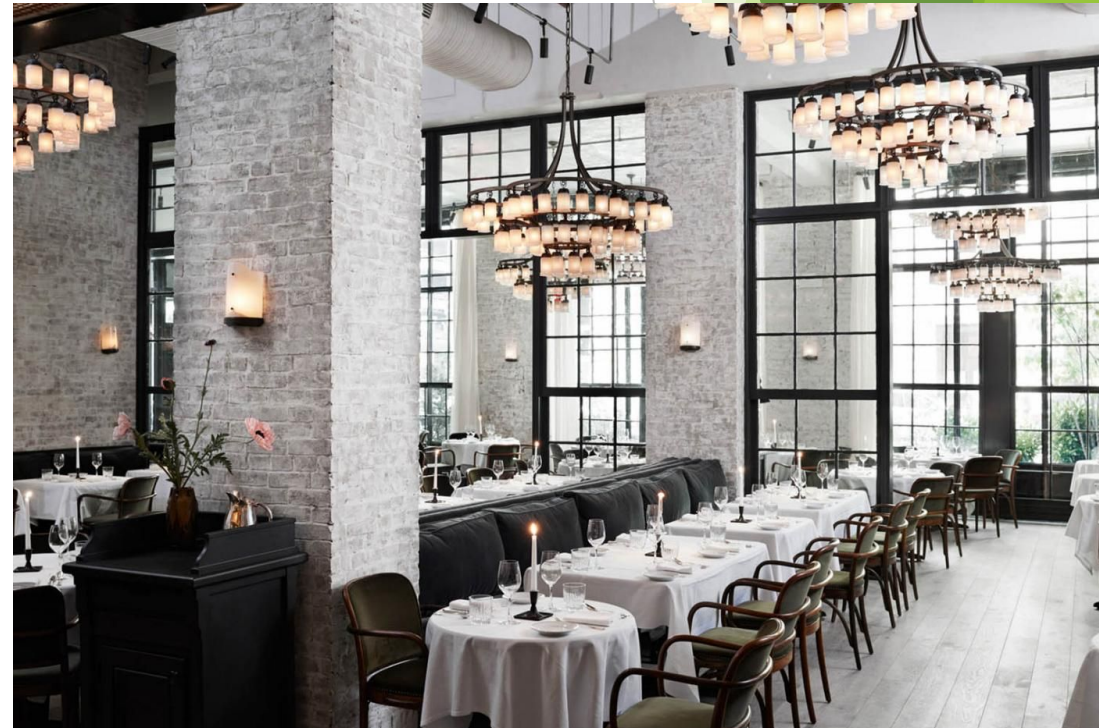


Introduction

- New York City - a highly competitive market
- Optimal location for new restaurant business

Business Problem

- Choice of neighborhood to start a French restaurant
- Niche segment and low competition but highly competitive as a whole
- Well thought choice of neighborhood is key to success



Environment & Target

- New York is the financial capital of the US
- One of the most populous and influential cities
- A large diversity of nationalities and cuisine
- Attract many different players into the market
- Hence, a new business venture has to be carefully analyzed
- French cuisine considered a niche segment
- A risk-return can be optimized



Data Source & Analysis 1

- In order to segment the neighborhoods and explore them, we'll need a dataset that contains the boroughs and neighborhoods that exist in each borough as well as the latitude and longitude coordinates of each neighborhood
- we'll use the free New York Geo data: https://cocl.us/new_york_dataset

	Borough	Neighborhood	Latitude	Longitude
0	Bronx	Wakefield	40.894705	-73.847201
1	Bronx	Co-op City	40.874294	-73.829939
2	Bronx	Eastchester	40.887556	-73.827806
3	Bronx	Fieldston	40.895437	-73.905643
4	Bronx	Riverdale	40.890834	-73.912585

Data Source & Analysis 2

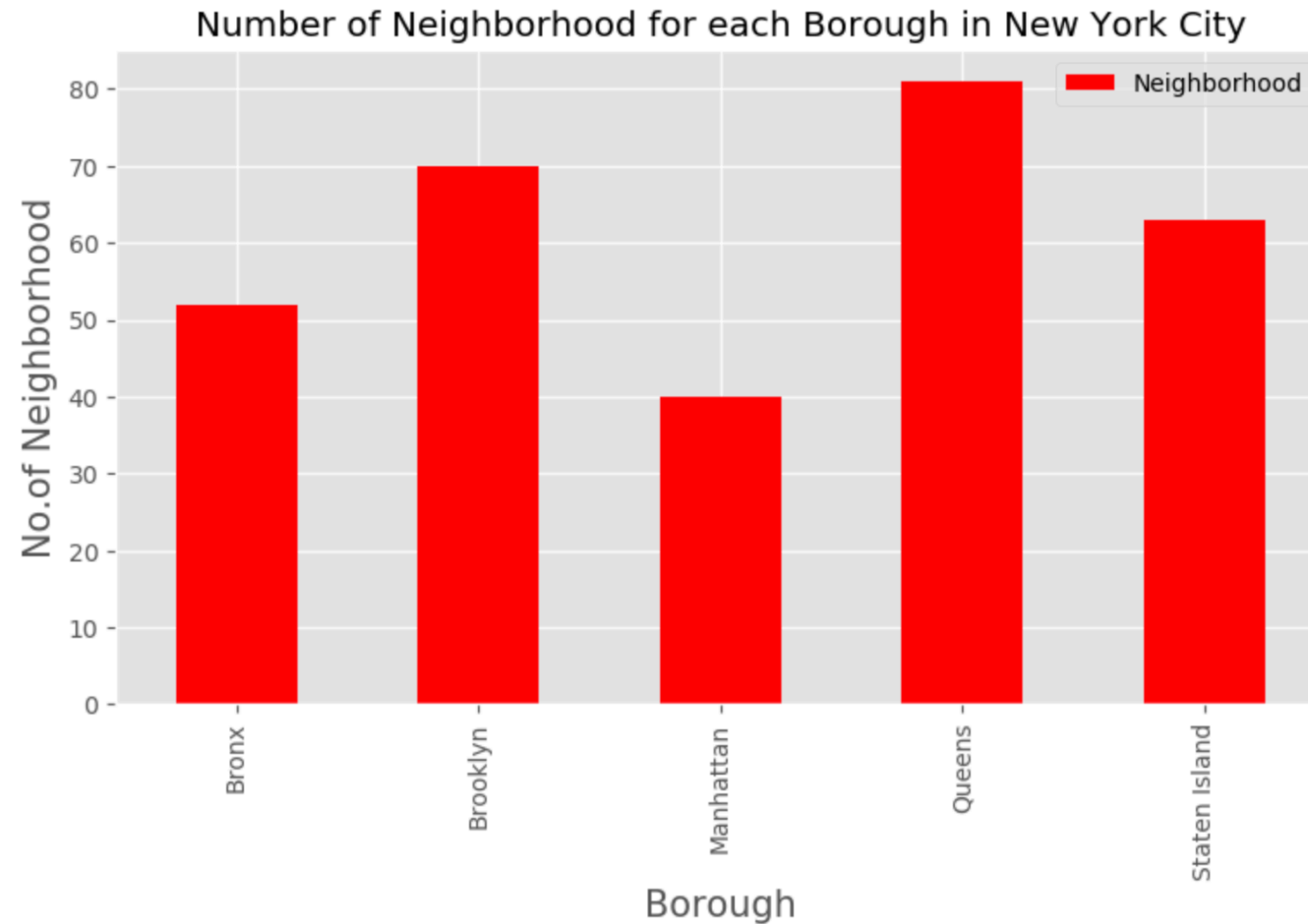
- Geographical data is used as input for the Foursquare API and we'll pull back the venues information for every neighborhood.
- We will be using FourSquare API to find all venues for each neighborhood and then we'll filter out all venues that are French Restaurants

	Borough	Neighborhood	ID	Name
0	Bronx	City Island	4d7aa83ee540f04d66ba16dc	Bistro SK
1	Brooklyn	Greenpoint	5bf358689fca56002c251a87	Citroën
2	Brooklyn	Greenpoint	58fd34584382ab70ad90083e	Chez Ma Tante
3	Brooklyn	Greenpoint	4bcf1883c564ef3ba33beff0	Le Gamin
4	Brooklyn	Windsor Terrace	4e7d174cb6340a4da75a2cca	Le Paddock

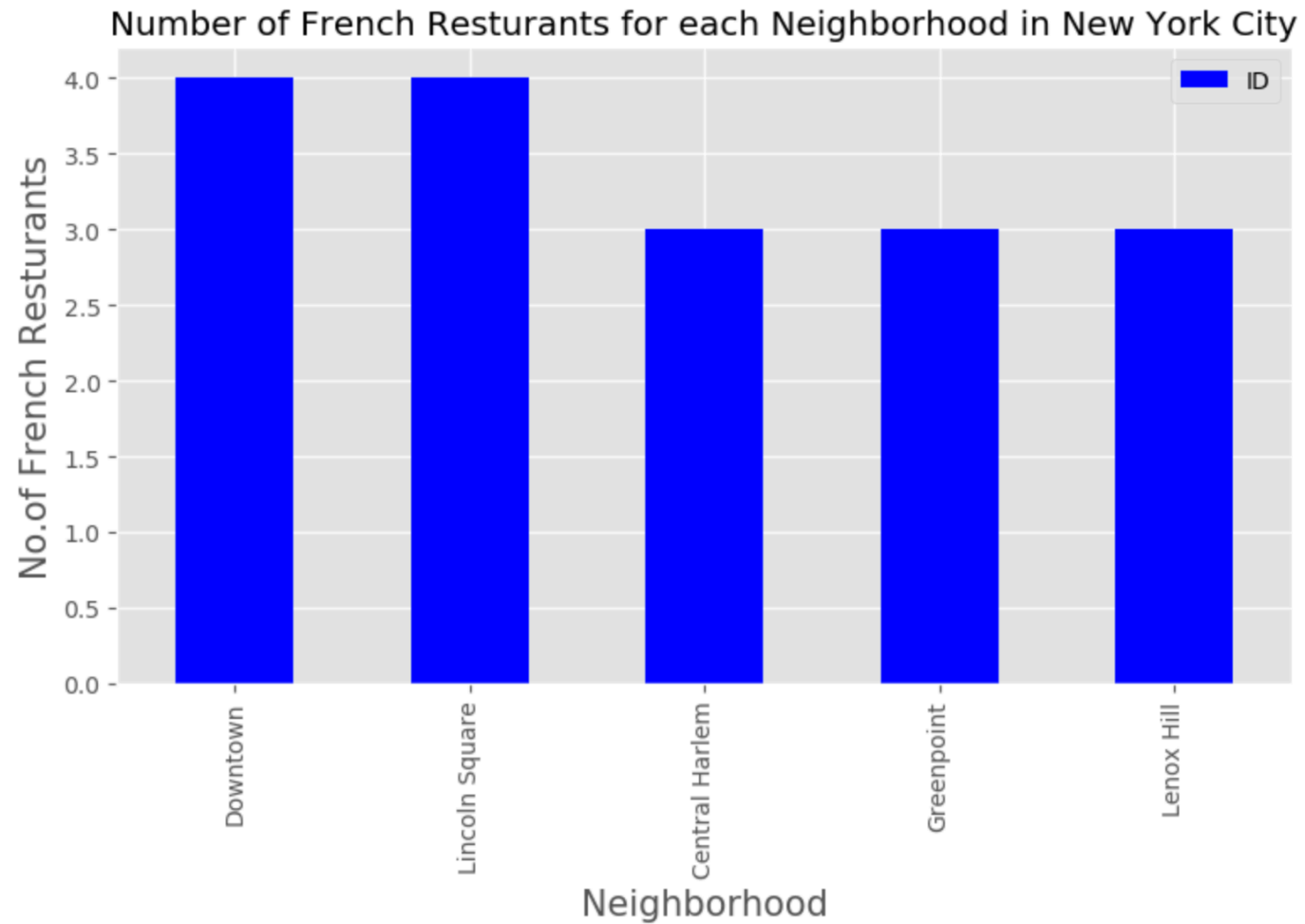
Methodology

- Retrieve the data from mention sources
- Handle specific requests to get information about French restaurants from Foursquare API
- Inspect the ratings and reviews for French restaurants
- Matplotlib and Pandas libraries are deployed to help us manipulate data structures and create static plots with python

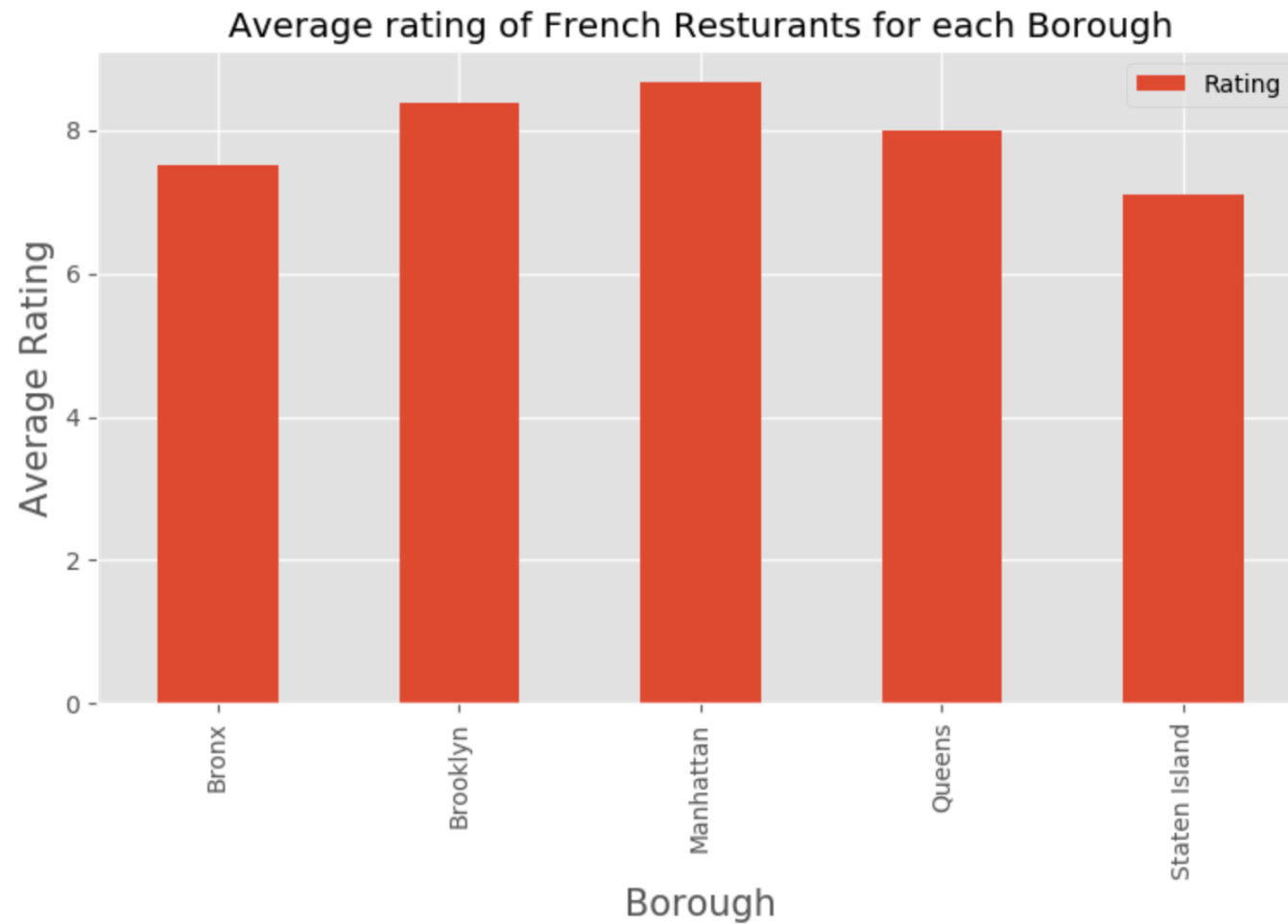
Data Visualization 1



Data Visualization 2



Data Visualization 3



Results

- Manhattan has the most French restaurants among all boroughs in New York
- Unsurprisingly, the average rating of French restaurants in Manhattan is the highest in New York
- The neighbors of Downton and Lincoln Square have the highest number of French restaurants

Conclusion

- Better insights about the distribution of French restaurants in New York
- Manhattan and Lincoln Square gather the most restaurants
- The former shows up the highest number in terms of rating
- Central Harlem or Green Point are good candidates due to less competition