

# **Where to open a Greek restaurant in New York City?**

IBM Capstone Data Science Project

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## **1. BUSINESS PROBLEM**

Greek cuisine is the cuisine of Greece and the Greek diaspora. In common with many other cuisines of the Mediterranean, it is founded on the triad of wheat, olive oil, and wine. It uses vegetables, olive oil, grains, fish, and meat, including pork, poultry, veal and beef, lamb, rabbit, and goat.

New York City is commonly known as one of the most popular multicultural centers of the Earth. Moreover, its economic growth and perspectives attract businesses, families and individuals from all over the world; therefore, the city's diversity is not only being supported but also achieving new heights. With almost 200,000 NYC inhabitants reporting Greek ancestry, the need to find and enjoy Greek cuisine is on the rise.

Location is the key factor when opening a venue. The pandemic caused by *Covid- 19* caused the population to move less and to use places near their homes such bakeries, supermarkets, drugstores and restaurants. Despite the lockdown and virus consequences, it is possible to find opportunities in the middle of the pandemic and one of them is to open the right business in the right neighborhood.

Prior to opening a Greek restaurant in any community, it's a good idea to determine how many competitors exist. It is also important to gain knowledge of how existing firms have positioned themselves in the marketplace, and then design the business in a way that sets the entrepreneur apart from the others. This report explores which neighborhoods and boroughs of New York City have the most as well as the best Greek restaurants to answer the main question:

**Where should I open a Greek restaurant in New York City?**

**Problem Statement:**

To find the answers to the following questions:

- Q1) List and visualize all major parts of New York City that has great Greek restaurants.
- Q2) what is best location in New York City for Greek Cuisine?
- Q3) which areas have potential Greek Restaurant Market?
- Q4) which all areas lack Greek Restaurants?
- Q5) which is the best place to stay if you prefer Greek Cuisine?

**Target Audience:**

- Business personnel who want to invest or open a restaurant
- Freelancer who loves to have their own restaurant as a side business
- Finding the best location for opening a restaurant
- Data Scientists, who want to implement some of the most used Exploratory Data Analysis techniques to obtain necessary data, analyze it and, finally be able to tell a story out of it.