

Homestyle Japanese Restaurant in New York (The Battle of Neighborhoods)

Introduction

New York city is major of cultural, financial, commercial centers in the world. The population of New York city is 8 million and it is most density population. The city has as-you-desired choice of restaurants. One of my clients ask to open a Japanese restaurant in New York city. We are going to recommend the best location to open the Japanese restaurant. This client plans to open a homestyle Japanese restaurant, unlike generic of Sushi restaurants, the homestyle restaurants are relatively reasonable. It is a niche market analysis that explore existing Japanese restaurants in New York city and what are the current trends.

Data

New York city data is obtained from URL 'https://cocl.us/new_york_dataset'. In order to clean the data in dataframe, Pandas and Numpy libraries are imported. Matplotlib and Folium libraries are used to create maps and plots. Library Geopy is imported for identifying longitude and latitude for New York City. Sklearn library will be imported for cluster analysis that facilitates statistic algorithm.

This dataset is used to analyze which location is the best candidate for the homestyle Japanese restaurant by looking into neighborhoods in borough in New York city. The target location can be less popular Japanese restaurants in order to avoid high competitions among existing market.

| | 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 |