



# Capstone Project- Battle of the Neighborhoods

Analysis and Clustering of Japanese  
Restaurants in New York, USA

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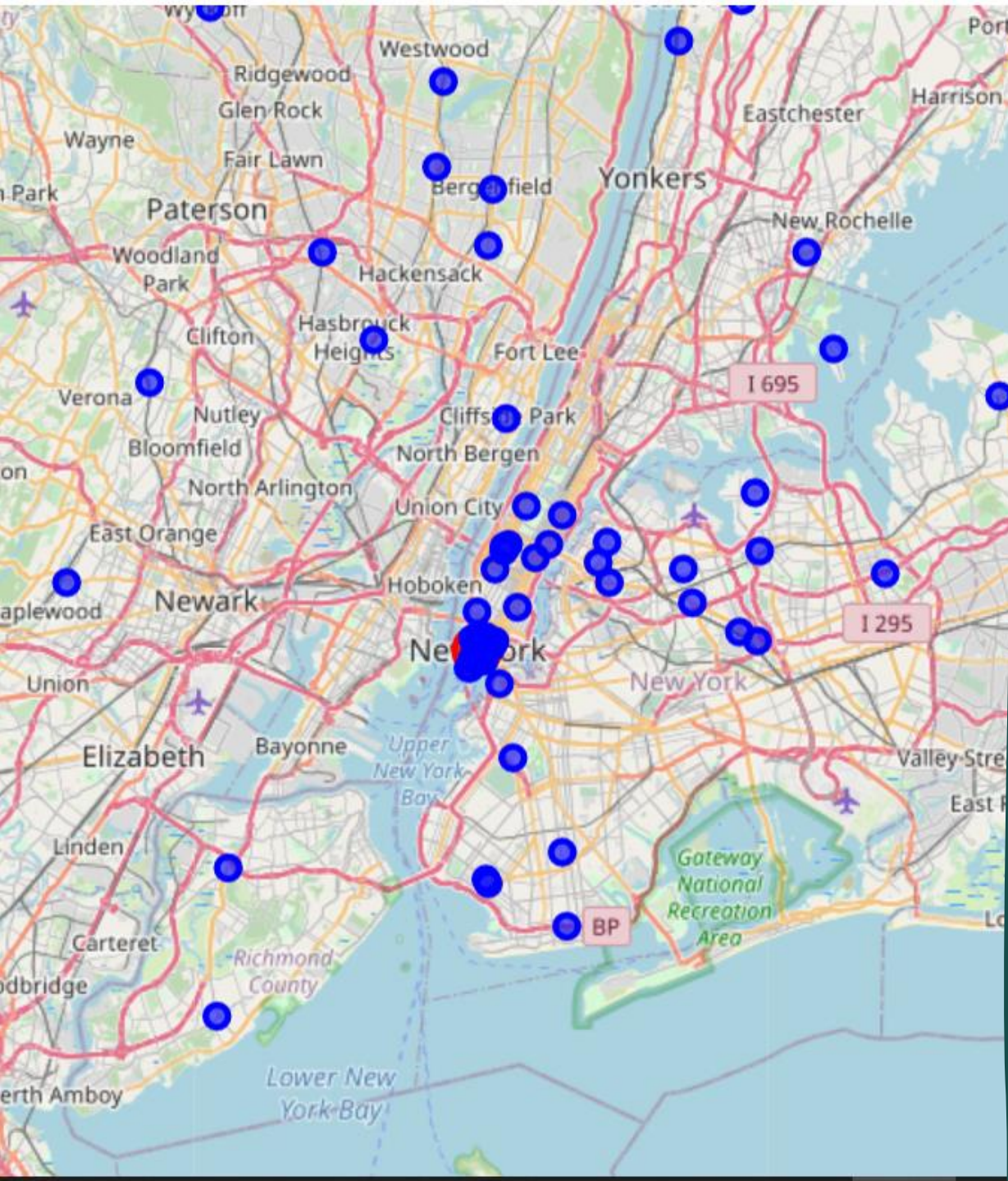
# Business Problem

- Identify an optimal location to open a Japanese Restaurant in New York, NY
- Consider factors such as existing concentration of restaurants and population distribution of Japanese Americans in the New York Metropolitan and Greater New York City areas.

# Data

- Location details of current Japanese restaurants using Foursquare API Get Venue/Search Endpoint calls.
- Geopy Nominatim to retrieve geo-coordinates for New York and Scarsdale (Westchester County, NY)
- Additional location used for Foursquare API call since output is limited to 50 results.





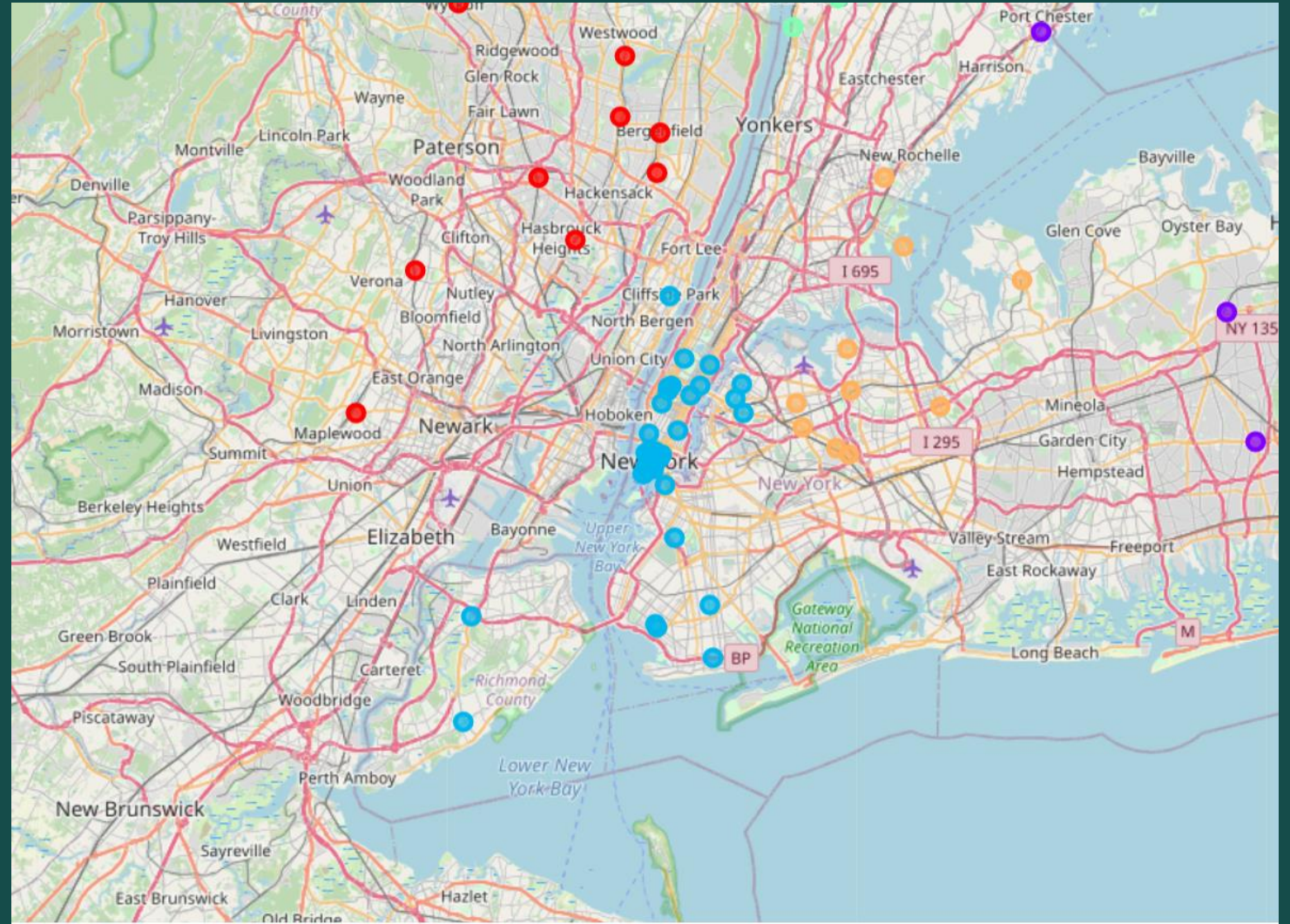
# Exploratory Data Analysis

- Plotting Restaurants on Map
- 71 Restaurants Identified



# K-Means Clustering Algorithm

## K-Means Clusters Identified on Map



# Result and Discussion

- Greater number of Japanese restaurants in Manhattan, Staten Island, Brooklyn, Westchester County, and Bergen County (NJ)
- Queens is home to a good-size Japanese population but has far less Japanese restaurants
- Manhattan would normally be considered ideal; however COVID-19 is hitting the food service industry the hardest here due to a lack of tourist influx plus remote working/learning for Japanese expatriates and students

# Conclusion

- The borough of Queens could be an ideal choice going forward to open new Japanese restaurants.
- Northeastern and Central Queens should be considered for their substantial population of Asian Americans
- Halting of travel due to pandemic means that Japanese restaurants would fare best in population-dense residential areas that are familiar with Japanese cuisine.