



Battle of the Neighborhoods – Indian Restaurants in New York City

New York City – A Melting Pot of Different World Cuisines

- ▶ Throughout its history, New York City has been a major point of entry for immigrants; the term "melting pot" was coined to describe densely populated immigrant neighborhoods on the Lower East Side. As many as 800 languages are spoken in New York, making it the most linguistically diverse city in the world. English remains the most widely spoken language, although there are areas in the outer boroughs in which up to 25% of people speak English as an alternate language, and/or have limited or no English language fluency. English is least spoken in neighborhoods such as Flushing, Sunset Park, and Corona.
- ▶ With its diverse culture, comes diverse food items. There are many restaurants in New York City, each belonging to different categories like Chinese, Indian, French etc. Interested to know how far consumers are willing to travel to satisfy their cravings. We call this people's willingness to travel. Understanding the complex interaction between someone's preference for pizza and the distance he/she willing to travel to get it can help retailers develop a nuanced understanding of a local population's food preferences
- ▶ So as part of this project, we will list and visualize all major parts of New York City that has great Indian restaurants.

Data Acquisition & Cleaning

- ▶ For this project we need the following data:
- ▶ New York City data that contains list Boroughs, Neighborhoods along with their latitude and longitude.
Data source: **https://cocl.us/new_york_dataset**
- ▶ Description: This data set contains the required information. And we will use this data set to explore various neighborhoods of New York city. Indian restaurants in each neighborhood of New York city.
Data source: Four square API
- ▶ Description: By using this API we will get all the venues in each neighborhood. We can filter these venues to get only Indian Restaurants.

Geo Space data

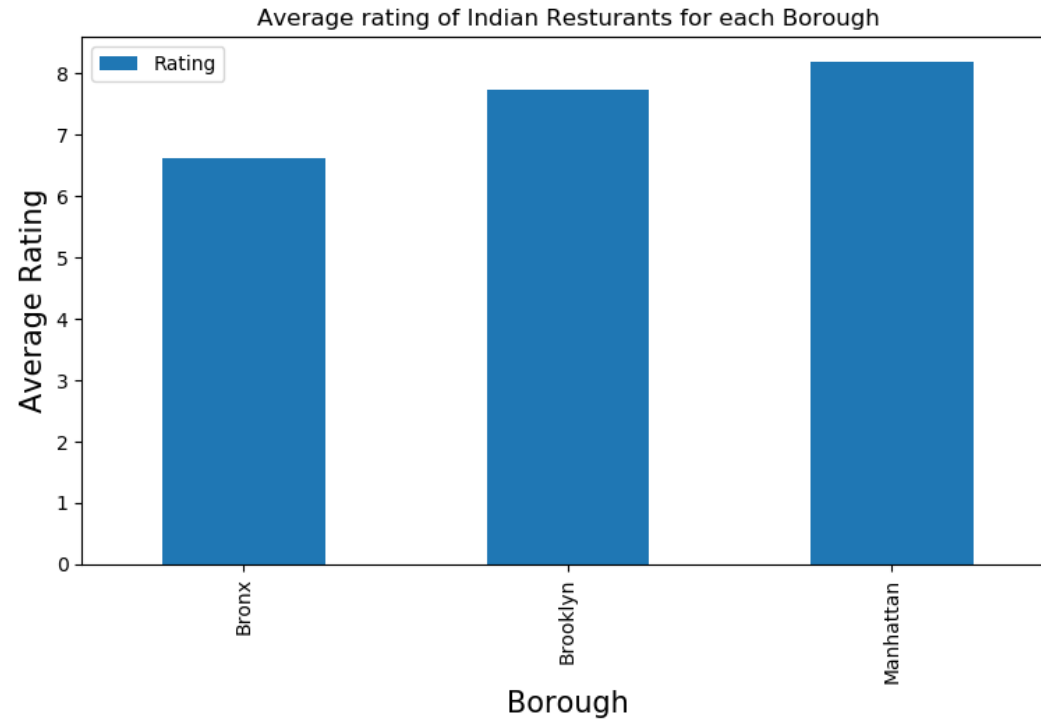
- ▶ Data source: **<https://data.cityofnewyork.us/City-Government/Borough-Boundaries/tqmj-j8zm>**
- ▶ Description: By using this geo space data we will get the New York Borough boundaries that will help us visualize choropleth map.

Boroughs & Neighborhoods with Most Indian Restaurants

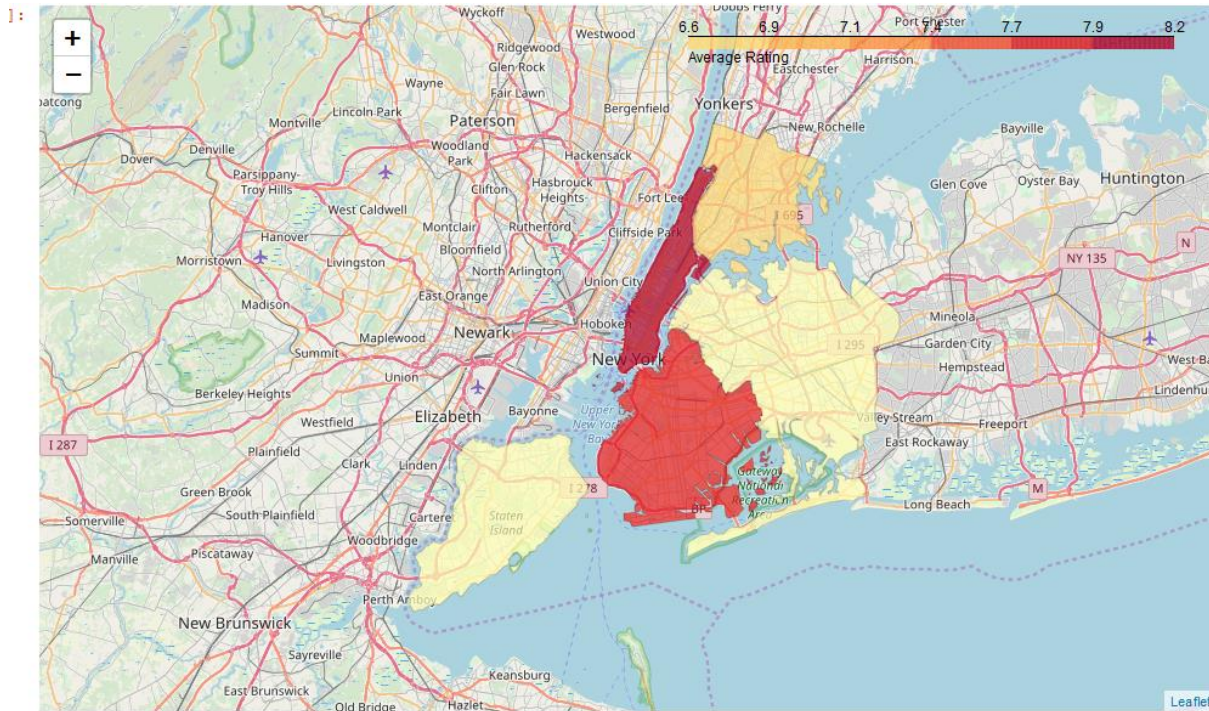


Highest Rated Indian Restaurants (as per Neighborhoods & Boroughs)

	Neighborhood	Average Rating
27	Tribeca	9.00
12	Greenwich Village	8.90
31	West Village	8.85
17	Midtown	8.80
3	Chelsea	8.80
18	Murray Hill	8.70
25	South Side	8.60
19	North Side	8.60
9	Fort Greene	8.60
24	Roosevelt Island	8.40



Choropleth Map based on Average Rating in NYC



Conclusion

- Astoria (Queens), Bliss Ville (Queens), Civic Center (Manhattan) are some of the best neighborhoods for Indian cuisine.
- Indian Business Owners looking for a place to open restaurant business with Indian Cuisine, Manhattan has the potential for Indian Restaurant Market.
- Staten Island ranks last in average rating of Indian Restaurants. If you prefer Indian Cuisine, Manhattan is the place to be in.
- The location details and ratings are UpToDate as per the norms provided by Four Square places API