



NEIGHBORHOOD SELECTION

COMPARISON OF MIAMI NEIGHBORHOODS TO
WILLIAMSBURG, BROOKLYN

INTRODUCTION

- Target Market: People that place high importance on restaurant options and are looking for places to move.
- The project will calculate a "foodie" score for each neighborhood in Miami which will incorporate the amount of restaurants within walking distance and their diversity.
- The project will also rank the neighborhoods in the target location (Miami) based on how similar they are to the source neighborhood (Williamsburg, Brooklyn) in restaurant offerings.



DATA

- Location Data:

1. The coordinates of Williamsburg are available in the newyork_data.json
2. The names and coordinates of the Miami neighborhoods will be scraped from Wikipedia

- Foodie Score:

1. Number of restaurants within 1000m of each neighborhood coordinate from Foursquare
2. The names and coordinates of the Miami neighborhoods will be scraped from Wikipedia



METHODOLOGY

- **Prepare location data**
 - Clean up Miami dataframe:
 - Create map with Miami Neighborhoods
- **Get Restaurant Data**
- **Create Foodie score for Miami Neighborhoods**
- **Compare Miami neighborhoods to Williamsburg in restaurant profile**
 - Create a table with the frequency of each restaurant cuisine in each neighborhood
 - Create a dataframe of the 10 most common restaurants in each neighborhood in Miami
 - calculate the Euclidean distance between the each of the Miami neighborhoods and Williamsburg
 - put these similarity scores on the map

RESULTS

	Neighborhood	Latitude	Longitude	Score	Similarity
6	Design District	25.813	-80.193	78.65	85.87
3	Buena Vista	25.813	-80.192	83.71	85.84
2	Brickell	25.758	-80.193	70.22	85.70
15	Midtown	25.807	-80.193	100.00	84.38
7	Downtown	25.774	-80.193	100.00	82.45

The 5 neighborhoods most similar to Williamsburg are

	Neighborhood	Latitude	Longitude	Score	Similarity
15	Midtown	25.807	-80.193	100.00	84.38
7	Downtown	25.774	-80.193	100.00	82.45
23	Wynwood	25.804	-80.199	97.75	80.92
8	Edgewater	25.802	-80.190	96.63	82.22
1	Arts & Entertainment District	25.799	-80.190	95.51	79.17

The 5 neighborhoods with the highest "Foodie Score" are:



CONCLUSION

The analysis above is done for one source neighborhood and one destination city but could be generalized for any source and destination and even could look for destination neighborhoods in multiple cities. The most important limitation factor is a reliable source of neighborhood information for all cities.





THANK YOU!



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