Battle of Neighborhood

1. Introduction

1.1 Background

In this project we will try to find an optimal location for a restaurant. Specifically, this report will be targeted to stakeholders interested in opening an Indian restaurant in New York, USA.

Since there are lots of restaurants in New York. We want to open a restaurant where there is already a demand for an Indian food.

1.2 Problem

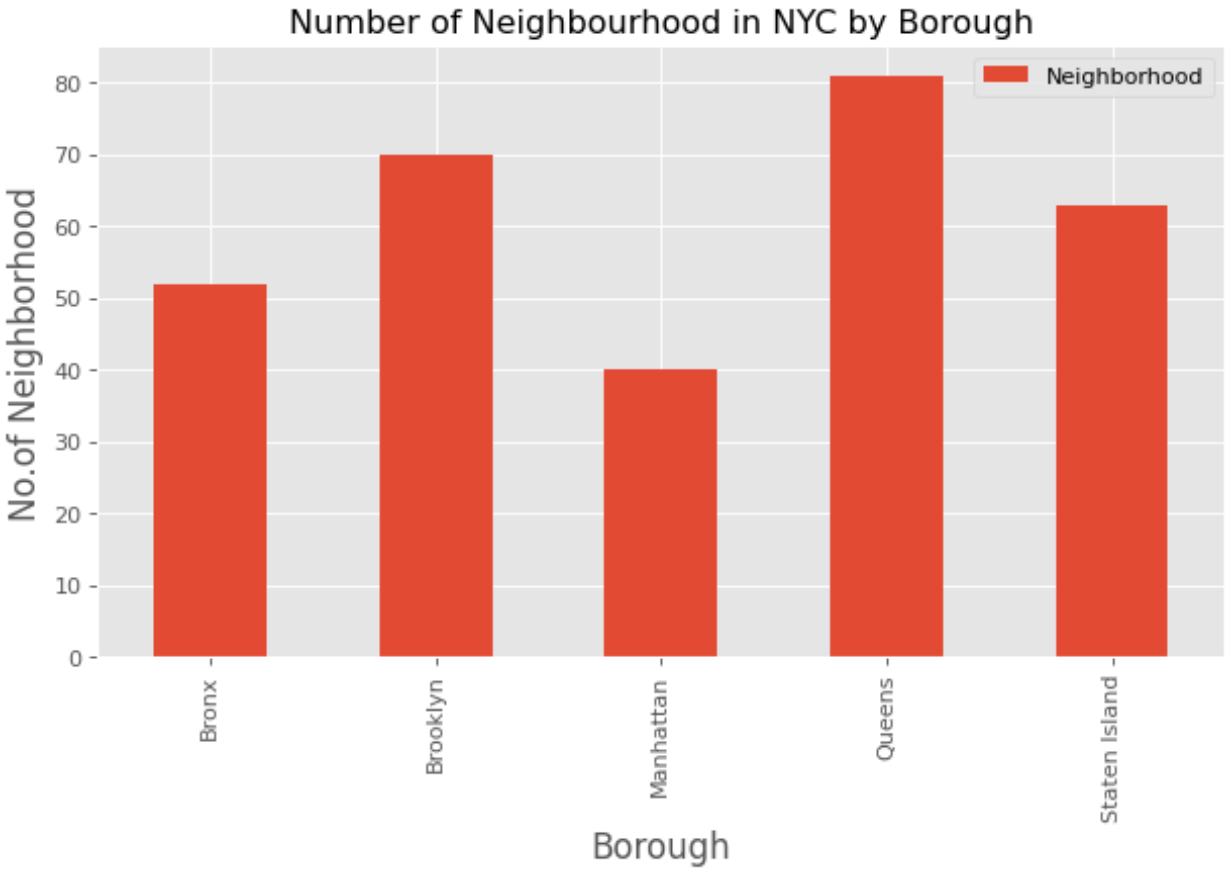
A client wants to open a new Indian restaurant in New York. Client wants to know which is best Neighborhood to open a new restaurant. Restaurant will have to be located in an area where there is already a demand for Indian Food. So, it is a better choice to open restaurant where there is more Indian restaurant already available.

2. Data Collection

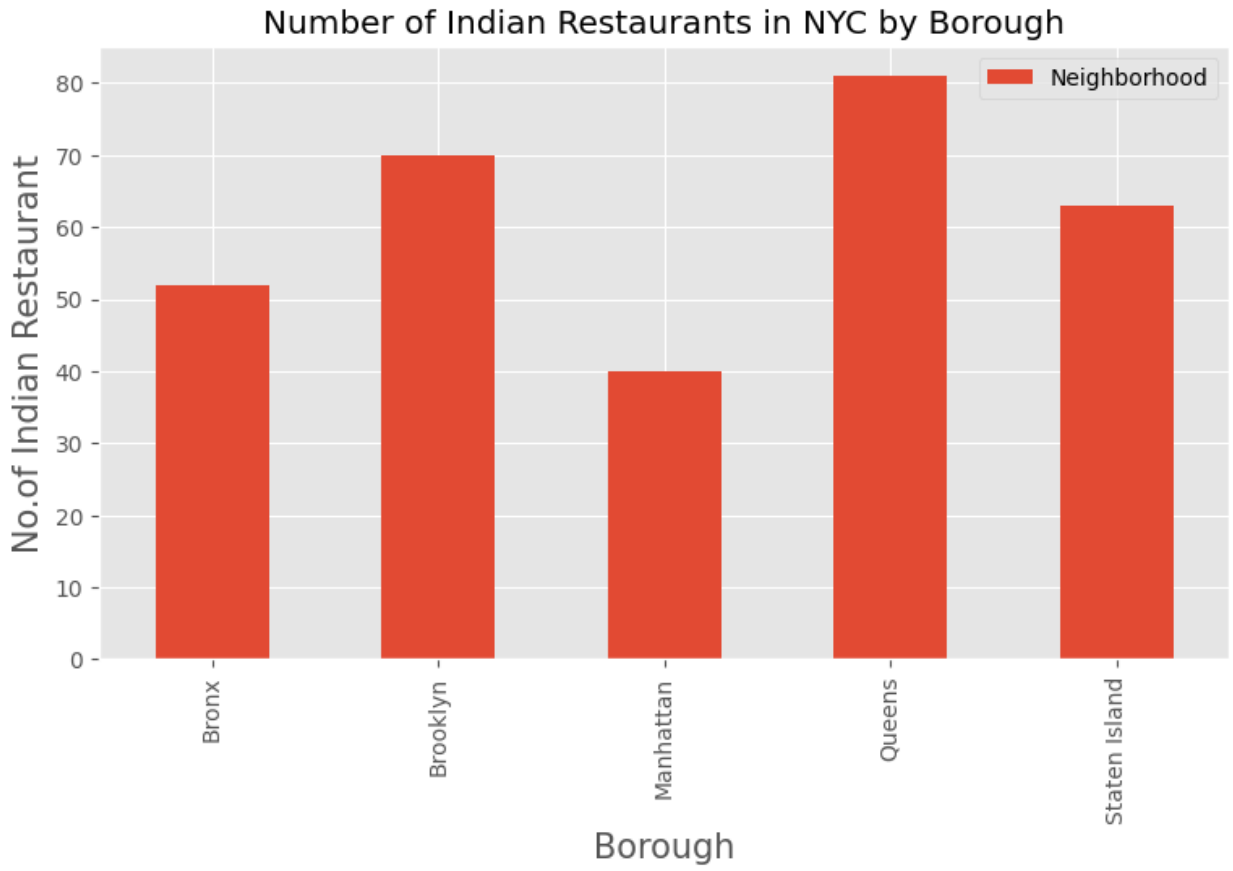
I will use Foursquare to find locations of restaurants based on longitude and latitudes. Data source: https://cocl.us/new_york_dataset and Foursquare API. These datasets were used to explore various neighborhoods and each Indian restaurant venue in the neighborhood.

3. Analysis of Data

First, I find all the borough from the data to know the exact number I am dealing with.



Then, I look for the greatest number of Indian restaurants in all the boroughs.



As clear from the above image, Queens has the greatest number of Indian Restaurants in the New York City.

So, from now on I will only analyze restaurants in Queens.

Then I use Foursquare to find all restaurants in all the neighborhoods of Queens.

Then I applied K-Means on the data to cluster all the neighborhoods and restaurants.

After analyzing all the clusters, I came to the conclusion.

4. Conclusion

From all the analysis I came to the conclusion that:

- **Briarwood**
- **Floral Park**
- **Jamaica Estates.**

are the best neighborhoods to open new Indian Restaurant.