THE BATTLE OF NEIGHBOURHOOD SUBMITTED BY: SHWETA SHARMA REPORT

INTRODUCTION

New York (NY), is the most densely populated city in the United States. As per the 2018 estimates, the population of 8,398,748 distributed over a land area of about 302.6 square miles. New York City consists of five boroughs; these boroughs are the separate county of the State of New York. The five boroughs are Brooklyn, Queens, Manhattan, Bronx, and Staten Island – were consolidated into a single city in 1898. New York is also known for its diversity in terms of the immigrant population from different countries. There are over 800 languages spoken in New York City. For this reason, New York is often recognized as the world's most linguistically diverse city.

According to the Census Bureau's American Community Survey, 51 percent of the population in New York speaks only English. The remaining 49 percent speak other languages, although there are areas in the outer boroughs in which up to 25% of people speak English as an alternate language, and have limited or no English language fluency. English is least spoken in neighborhoods such as Flushing, Sunset Park, and Corona.

It is also known for its diverse culture amongst those there is one which is called food culture. There are many restaurants in New York City, which belongs to the different cuisines like Chinese, Indian, French, Mexican, Korean, etc.

In the part of this project, I will visualize and analyze all major parts of New York City which have Korean restaurants for recommendation to open Korean restaurant. Also to target Korean and non Korean customer as this place has advantage of diversity.

Data

The following data :
• New York City data contains the list of Boroughs, Neighborhoods along with their latitude and longitude.
□ Data source: https://cocl.us/new_york_dataset
□ Description: This dataset has all required information. I will use this dataset to explore various neighborhoods of New York City.
Korean restaurants in each neighborhood of New York City.
□ Data source: Foursquare API
□ Description: with the help of API, I will acquire the information of all the venues in each neighborhood. After this step, I will extract information about only Korean restaurants.
• Geo Space data
□ Data source: https://data.cityofnewyork.us/City-Government/Borough-Boundaries/tqmj-j8zm
 Description: The geospace data will help to get information about the New York Borough boundaries to visualize choropleth map.

Methodology

Analysis (Tools)

To Analysis the data I will use some built-in and non built- in fuctions:

- pyforest to import all data science libraries for handling data.
- Request module to use Foursquare API.
- Geopy to get co-ordinates of the City of New York.

Approach to find the Result:

- Collect the new York city data from https://cocl.us/new_york_dataset
- Using Foursquare API to find all venues for each neighborhood.
- Extract information about all venues that are Korean Restaurants.
- Find out Tips, rating, and like count for each Korean Restaurants with the help of Foursquare API.
- · Use rating for each restaurant to sort that data.
- Visualize the Ranking of neighborhoods by using folium library(python)

Questions that can be asked with this datasets

- First I go with, which areas have potential Korean Restaurant Market?
- Then list out all those areas, which are lack of Korean Restaurant?
- What is the best location in New York City for Korean Cuisine?
- Which is the best place if I preferred Korean Cuisine?

[4]: pip install pyforest # to import all libraries.

Collecting pyforest

Downloading https://files.pythonhosted.org/packages/ca/7a/2280448ba42026 04eb3f9e23d9a4fd0ca1473d31aca0a90fdb5f31dd902c/pyforest-0.1.1.tar.gz (3.4MB) | | 3.4MB 2.2MB/s eta 0:00:01

Building wheels for collected packages: pyforest

Building wheel for pyforest (setup.py) ... done

Stored in directory: /home/jupyterlab/.cache/pip/wheels/77/f9/78/5150067

8d6ce472b574216a40cba6c81d1766ee7cc838cce3c

Successfully built pyforest

Installing collected packages: pyforest Successfully installed pyforest-0.1.1

Note: you may need to restart the kernel to use updated packages.

[5]:

```
from pyforest import*
!conda install -c conda-forge geopy --yes # uncomment this line if you haven't
.-completed the Foursquare API lab
from geopy .geocodersimport Nominatim # convert an address into latitude and
.-longitude values
from pandas.io.json import json_normalize # tranform JSON file into a pandas.
.-dataframe
# import k-means from clustering stage
from sklearn.cluster import KMeans
!conda install -c conda-forge folium=0.5.0 --yes # uncomment this line if you.
.-haven't completed the Foursquare API lab
import folium # map rendering library
print("Libraries imported.")
```

All requested packages already installed. Libraries imported.

To get the geocodes with define function i.e latitude and longitude of a given location using geopy.

```
[8]: def geo_location(address):
    # get geo location of address
    geolocator = Nominatim(user_agent="ny_explorer")
    location = geolocator.geocode(address)
    latitude = location.latitude
    longitude = location.longitude
    return latitude,longitude
```

I define a function to interact with Four Square API and get top 20 venues within a radius of 1000 Meters for a given latitude and longitude.

The function below will return with venue id, venue name and category.

```
#url to fetch data from foursquare api
  url = "https://api.foursquare.com/v2/venues/explore?"
CLIENT_ID,
         CLIENT SECRET.
         VERSION,
         lat.
         Ing,
         radius,
         LIMIT)
  # get all the data
  results = requests.get(url).json()
  venue_data=results["response"]["groups"][0]["items"]
  venue_details=[]
  for row in venue_data:
      try:
         venue_id=row["venue"]["id"]
         venue_name=row["venue"]["name"]
         venue_category=row["venue"]["categories"][0]["name"]
         venue_details.append([venue_id,venue_name,venue_category])
      except KeyError:
         pass
  column_names=["ID", "Name", "Category"]
  df = pd_DataFrame(venue_details,columns=column_names)
  return df
```

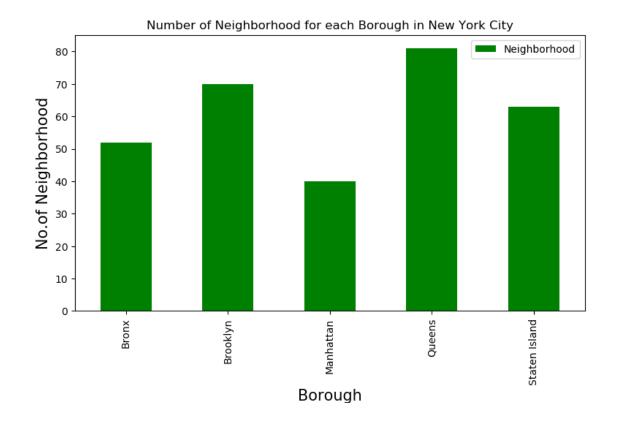
In this step i will define a function to get venue details like rating ,likes,names, tip counts for a given venue id. which will be used for ranking.

```
# get all the data
  results = requests.get(url).json()
  venue_data=results["response"]["venue"]
  venue_details=[]
  try:
       venue_id=venue_data['id']
       venue_name=venue_data["name"]
       venue_likes=venue_data["likes"]["count"]
       venue_rating=venue_data["rating"]
       venue_tips=venue_data["tips"]["count"]
       venue details.
→append([venue_id,venue_name,venue_likes,venue_rating,venue_tips])
  except KeyError:
       pass
  column_names=["ID", "Name", "Likes", "Rating", "Tips"]
  df = pd_DataFrame(venue_details,columns=column_names)
   return df
```

Here i will take a help of define a function to get the New York City data such as Boroughs, Neighborhoods along with their latitude and longitude.

```
[11]: def get_new_york_data():
         url="https://cocl.us/new_york_dataset"
         resp=requests_get(url)_json()
          # all data is present in features label
         features=resp["features"]
          # define the dataframe columns
         column_names = ["Borough", "Neighborhood", "Latitude", "Longitude"]
          # instantiate the dataframe
         new_york_data = pd_DataFrame(columns=column_names)
         for data in features:
             borough = data["properties"]["borough"]
             neighborhood_name = data["properties"]["name"]
             neighborhood_latlon = data["geometry"]["coordinates"]
             neighborhood_lat = neighborhood_latlon[1]
             neighborhood_lon = neighborhood_latlon[0]
             new_york_data = new_york_data_append({"Borough": borough,
                                              "Neighborhood": neighborhood_name,
                                              "Latitude": neighborhood_lat,
                                              "Longitude": neighborhood_lon},_
```

```
return new_york_data
[12]: # get new york data
      import requests # library to handle requests
      new_york_data=get_new_york_data()
[13]: new_york_data.shape
[13]: (306, 4)
     It shows that there is 306 different Neighborhoods in New York
[14]: new_york_data.head()
[14]:
        Borough Neighborhood
                               Latitude Longitude
                   Wakefield 40.894705 -73.847201
      0
          Bronx
          Bronx Co-op City 40.874294 -73.829939
      1
          Bronx Eastchester 40.887556 -73.827806
      2
      3
          Bronx
                   Fieldston
                             40.895437 -73.905643
      4
                   Riverdale 40.890834 -73.912585
          Bronx
      # Matplotlib and associated plotting modules
[15]:
      import matplotlib.pyplot as plt
      import matplotlib.cm as cm
      import matplotlib.colors as colors
      %matplotlib inline
[16]: plt_figure(figsize=(9,5), dpi = 100)
      # title
      plt_title("Number of Neighborhood for each Borough in New York City")
      #On x-axis
      plt_xlabel("Borough", fontsize = 15)
      #On y-axis
      plt_ylabel("No.of Neighborhood", fontsize=15)
      #giving a bar plot
      new_york_data.groupby("Borough")["Neighborhood"].count().
       →plot(kind="bar",color="green")
      #legend
      plt.legend()
      #displays the plot plt. show()
```



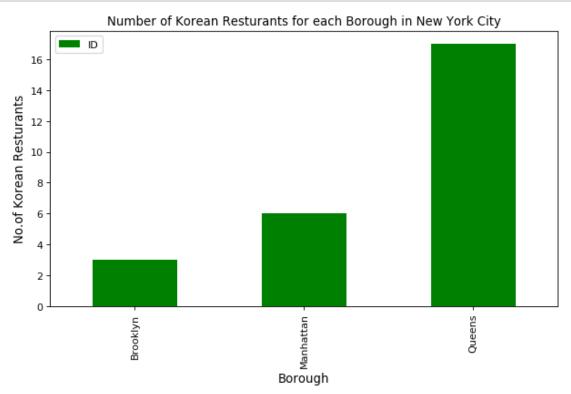
[3]: #### The figure above shows that Queens has highest number of neighborhoods

```
# prepare neighborhoodlist that contains Korean resturants
[26]:
      column_names=["Borough", "Neighborhood", "ID", "Name"]
      korean_rest_ny=pd_DataFrame(columns=column_names)
      count=1
      for row in new_york_data.values.tolist():
           Borough, Neighborhood, Latitude, Longitude=row
           venues = get_venues(Latitude,Longitude)
           korean_resturants=venues[venues["Category"]=="Korean Restaurant"]
        print("(",count,"/",len(new_york_data),")","Korean Resturants in_

→"+Neighborhood+", "+Borough+":"+str(len(korean_resturants)))
           for resturant_detail in korean_resturants.values.tolist():
                id, name , category=resturant_detail
               korean_rest_ny = korean_rest_ny_append({ "Borough": Borough,
                                                            "Neighborhood": Neighborhood,
                                                            "ID": id,
                                                            "Name" : name
                                                           }, ignore_index=True)
           count+=1
```

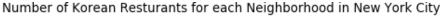
```
(1/306) Korean Resturants in Wakefield, Bronx:0
     (2/306) Korean Resturants in Co-op City, Bronx:0
     (3/306) Korean Resturants in Eastchester, Bronx:0
     (4/306) Korean Resturants in Fieldston, Bronx:0
     (5 / 306) Korean Resturants in Riverdale, Bronx:0
     ( 304 / 306 ) Korean Resturants in Bayswater, Queens:0
     ( 305 / 306 ) Korean Resturants in Queensbridge, Queens:0
     ( 306 / 306 ) Korean Resturants in Fox Hills, Staten Island:0
     this data have got all the Korean restaurants in New York city for analyzation.
[27]: korean_rest_ny.head()
 [27]:
           Borough
                         Neighborhood
                                                            ID \
          Brooklyn
                      Brighton Beach
                                      4c9d5c0303133704a96f5ed5
       0
       1
          Brooklyn
                    Prospect Heights
                                      4fa162e0e4b0badc81404a51
       2
          Brooklyn
                         Williamsburg
                                      52bf3053498e754b09a440b5
       3 Manhattan
                                      578bec6c498e3150fc369f3b
                        East Village
                   Manhattan Valley
                                      56a14149498e9983c0199038
      4 Manhattan
                               Name
         Cafe At Your Mother-in-Law
                       Kimchi Grill
      1
      2
                             Dotory
      3
                   Thursday Kitchen
                              Mokja
[28]: korean_rest_ny.shape
[28]: (26, 4)
      plt_figure(figsize=(9,5), dpi = 80)
[29]:
      plt_title("Number of Korean Resturants for each Borough in New York City")
      #On x-axis
      plt_xlabel("Borough", fontsize = 12)
      #On y-axis
      plt_ylabel("No.of Korean Resturants", fontsize=12)
      #giving a bar plot
```

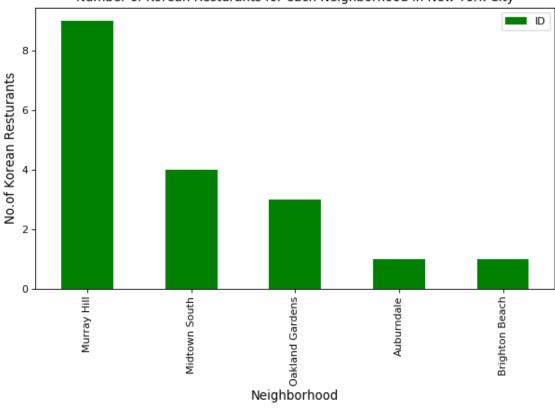
```
korean_rest_ny_groupby("Borough")["ID"]_count()_plot(kind="bar",color=["green"])
#legend
plt.legend()
#displaystheplot
plt.show()
```



the above figure shows that Queens has the largest number of Korean restaurants

```
[30]: plt.figure(figsize=(9,5), dpi = 80)
# title
plt.title("Number of Korean Resturants for each Neighborhood in New York City")
#On x-axis
plt.xlabel("Neighborhood", fontsize = 12)
#On y-axis
plt.ylabel("No.of Korean Resturants", fontsize=12)
#giving a bar plot
korean_rest_ny_groupby("Neighborhood")["ID"].count().nlargest(5).
...plot(kind="bar",color=["green"])
#legend
plt.legend()
#displays theplot
plt.show()
```





[31]: korean_rest_ny[korean_rest_ny["Neighborhood"]=="Murray Hill"]

[31]:	Borough	Neighborhood	ID	Name
	11 Queens	Murray Hill	4b830e44f964a520ebf430e3	Hahm Ji Bach –
	12 Queens	Murray Hill	4b8f0931f964a520d04533e3	Mapo BBQ
	13 Queens	Murray Hill	49e10e0bf964a52089611fe3	Mad For Chicken
	14 Queens	Murray Hill	4baeabe6f964a52037cd3be3	Kum Sung Chik Naengmyun
	15 Queens	Murray Hill	4c7ad3dda86837048bee144d	Geo Si Gi Restaurant
	16 Queens	Murray Hill	5518a1a8498e4c7fe6268b88	Jongro BBQ
	17 Queens	Murray Hill	5590598a498eb1c3f975b6a6	Mr. Tofu
	18 Queens	Murray Hill	56db53cc498eed9b68621019	SGD TofuHouse
	19 Queens	Murray Hill	4ad3bfabf964a52016e620e3	Han Joo

So Murray Hills in Queens has the largest number of Korean Restaurants with a total count of 9.

```
[32]: # prepare neighborhood list that contains korean resturants column_names=["Borough", "Neighborhood", "ID", "Name", "Likes", "Rating", "Tips"] korean_rest_stats_ny=pd.DataFrame(columns=column_names) count=1
```

```
for row in korean_rest_ny.values.tolist():
    Borough, Neighborhood, ID, Name = row
    try:
        venue_details = get_venue_details(ID)
        print(venue_details)
        id,name,likes,rating,tips=venue_details_values_tolist()[0]
    except IndexError:
        print("No data available for id=",ID)
 # we will assign 0 value for these resturants as they may have been
 #recentlyopenedordetailsdoesnotexistinFourSquareDatabase
        id,name,likes,rating,tips=[0]*1
    print("(",count,"/",len(korean_rest_ny),")","processed")
    korean_rest_stats_ny = korean_rest_stats_ny_append({"Borough": Borough,
                                                "Neighborhood": Neighborhood.
                                                "ID": id.
                                                "Name" : name,
                                                "Likes": likes,
                                                "Rating": rating,
                                                "Tips": tips
                                               }, ignore_index=True)
    count+=1
                                                  Name Likes Rating
                        ID
                                                                      Tips
O 4c9d5c0303133704a96f5ed5 Cafe At Your Mother-in-Law
                                                           29
                                                                  7.5
                                                                        28
(1/26) processed
                        ID
                                    Name Likes Rating
                                                        Tips
0 4fa162e0e4b0badc81404a51 Kimchi Grill
                                            289
                                                    8.4
                                                          108
(2 / 26) processed
                        ID
                              Name Likes Rating Tips
0 52bf3053498e754b09a440b5 Dotory
                                      138
                                              8.5 44
(3 / 26) processed
                        ID
                                        Name Likes Rating
                                                             Tips
0 578bec6c498e3150fc369f3b Thursday Kitchen
                                                274
                                                        8.9
                                                              72
(4 / 26) processed
                        ID
                             Name Likes Rating Tips
0 56a14149498e9983c0199038 Mokia
                                      23
                                             7.9
(5 / 26) processed
                                Name Likes Rating
                        ID
                                                    Tips
O 4ae39cb6f964a520439721e3
                                                     35
                            Debasaki
                                         67
                                                8.4
(6 / 26) processed
                        ID
                                               Name Likes Rating Tips
0 4d3c9f7ea2e4b1f707f4ea25 Sky Garden @ Spa Castle
                                                        17
                                                               7.8
(7 / 26) processed
```

```
korean_rest_stats_ny.head()
[33]:
                                                               ID \
 [33]:
            Borough
                           Neighborhood
                        Brighton Beach
                                        4c9d5c0303133704a96f5ed5
           Brooklyn
       1
           Brooklyn
                      Prospect Heights
                                        4fa162e0e4b0badc81404a51
       2
           Brooklyn
                          Williamsburg
                                        52bf3053498e754b09a440b5
       3
          Manhattan
                          East Village
                                        578bec6c498e3150fc369f3b
          Manhattan
                     Manhattan Valley
                                        56a14149498e9983c0199038
                                 Name Likes
                                             Rating Tips
         Cafe At Your Mother-in-Law
                                         29
                                                 7.5
                                                       28
       1
                        Kimchi Grill
                                        289
                                                 8.4
                                                      108
      2
                               Dotory
                                        138
                                                 8.5
                                                       44
      3
                    Thursday Kitchen
                                        274
                                                 8.9
                                                       72
      4
                                                 7.9
                                                        6
                                Mokia
                                         23
     So we got data for all restaurants now i will save this data to a CSV sheet. In case we
     by mistake modify it. It better to refer to saved data sheet CSV if required
       korean_rest_stats_ny_to_csv("korean_rest_stats_ny.csv", index=False)
[37]:
       korean_rest_stats_ny_csv=pd_read_csv("korean_rest_stats_ny.csv")
[38]:
      korean_rest_stats_ny_csv.head()
[39]:
[39]:
            Borough
                           Neighborhood
                                                               ID \
      0
          Brooklyn
                       Brighton Beach
                                        4c9d5c0303133704a96f5ed5
      1
          Brooklyn
                     Prospect Heights
                                        4fa162e0e4b0badc81404a51
      2
          Brooklyn
                     Williamsburg East
                                        52bf3053498e754b09a440b5
         Manhattan
                               Village
                                        578bec6c498e3150fc369f3b
         Manhattan
                     Manhattan Valley
                                        56a14149498e9983c0199038
                                 Name Likes
                                              Rating
                                                       Tips
      0
         Cafe At Your Mother-in-Law
                                          29
                                                  7.5
                                                         28
      1
                        Kimchi Grill
                                                  8.4
                                         289
                                                        108
      2
                                                  8.5
                               Dotory
                                         138
                                                        44
      3
                    Thursday Kitchen
                                         274
                                                        72
                                                  8.9
      4
                                          23
                                                  7.9
                                                         6
                               Mokja
```

[40]: korean_rest_stats_ny.info() <class 'pandas.core.frame.DataFrame'> RangeIndex: 26 entries, 0 to 25 Data columns (total 7 columns): Borough 26 non-null object Neighborhood 26 non-null object 26 non-null object 26 non-null object Name Likes 26 non-null object 26 non-null float64 Rating 26 non-null object Tips dtypes: float64(1), object(6) memory usage: 1.5+ KB We see that values like Tips and likes are string values. We need to convert them into float for further analysis korean_rest_stats_ny["Likes"]=korean_rest_stats_ny["Likes"].astype("float64") korean_rest_stats_ny["Tips"]=korean_rest_stats_ny["Tips"].astype("float64") [43]: [4]]: korean_rest_stats_ny.info() <class 'pandas.core.frame.DataFrame'> RangeIndex: 26 entries, 0 to 25 Data columns (total 7 columns): Borough 26 non-null object Neighborhood 26 non-null object ID 26 non-null object 26 non-null object Name Likes 26 non-null object Rating 26 non-null float64 Tips 26 non-null object dtypes: float64(1), object(6) memory usage: 1.5+ KB korean_rest_stats_ny_iloc[korean_rest_stats_ny["Likes"]_idxmax()] [44]: korean_rest_stats_ny_iloc[korean_rest_stats_ny["Rating"]_idxmax()] korean_rest_stats_ny_iloc[korean_rest_stats_ny['Tips']_idxmax()]

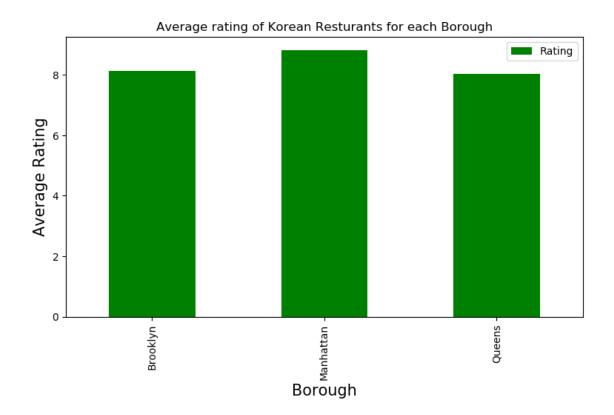
[44]: Borough Manhattan

> Neighborhood Midtown South ID 517563f9498e0a4859d08fe4 Name **BCD** Tofu House Likes 1198 Rating 9 199 Tips

Name: 23, dtype: object

```
Now we need to visualize neighborhood with maximum average rating of restaurants
      ny_neighborhood_stats=korean_rest_stats_ny_
[461:

→groupby("Neighborhood",as_index=False).mean()[["Neighborhood","Rating"]]
      ny_neighborhood_stats.columns=["Neighborhood", "Average Rating"]
     ny_neighborhood_stats_sort_values(["Average Rating"],ascending=False)_head(10)
[47]:
[47]:
                 Neighborhood Average Rating
      7
               Midtown South
                                    9.025000
      3
                East Village
                                    8.900000
      0
                  Auburndale
                                    8.600000
      12
                Williamsburg
                                    8.500000
                   Flushing
      4
                                    8,400000
           Prospect Heights
      10
                                    8.400000
      11
           Sunnyside Gardens
                                    8.300000
      8
                Murray Hill
                                    8.111111
      6
           Manhattan Valley
                                    7.900000
      2
              College Point
                                    7.800000
     Same as these are the average rating of Korean Restaurants for each Borough
      ny_borough_stats=korean_rest_stats_ny_groupby("Borough",as_index=False)_
[48]:
       ny_borough_stats.columns=["Borough", "Average Rating"]
[49]: ny_borough_stats.sort_values(["Average Rating"],ascending=False).head()
[49]:
           Borough Average Rating
         Manhattan
                           8.816667
      1
      0
          Brooklyn
                           8.133333
      2
            Oueens
                           8.023529
[50]:
      plt_figure(figsize=(9,5), dpi = 100)
      # title
      plt.title("Average rating of Korean Resturants for each Borough")
      #On x-axis
      plt_xlabel("Borough", fontsize = 15)
      #On y-axis
      plt_ylabel("Average Rating", fontsize=15)
      #giving a bar plot
      korean_rest_stats_ny_groupby("Borough").mean()["Rating"].
       ⇔plot(kind="bar",color=["green"])
      #legend
      plt.legend()
      #displays theplot
      plt.show()
```



here i will consider all the neighborhoods with average rating greater or equal 8.8 to visualize on map

- [51]: ny_neighborhood_stats=ny_neighborhood_stats[ny_neighborhood_stats["Average_
 Rating"]>=8.8]
- [52]: ny_neighborhood_stats
- [52]: Neighborhood Average Rating
 - 3 East Village 8.900
 - 7 Midtown South 9.025

here it is needed to join this dataset to original New York data to get longitude and latitude.

- ny_neighborhood_stats=pd_merge(ny_neighborhood_stats,new_york_data,_
 on="Neighborhood")
- [57]: ny_neighborhood_stats=ny_neighborhood_stats[["Borough", "Neighborhood", "Latitude", "Longitude", "

 Rating"]]
- [58]: ny_neighborhood_stats

[58]: Borough Neighborhood Latitude Longitude Average Rating
0 Manhattan East Village 40.727847 -73.982226 8.900
1 Manhattan Midtown South 40.748510 -73.988713 9.025

Now I will show this data on a map.

```
[59]: # create map and displayit
ny_map = folium_Map(location=geo_location("New York"), zoom_start=12)
```

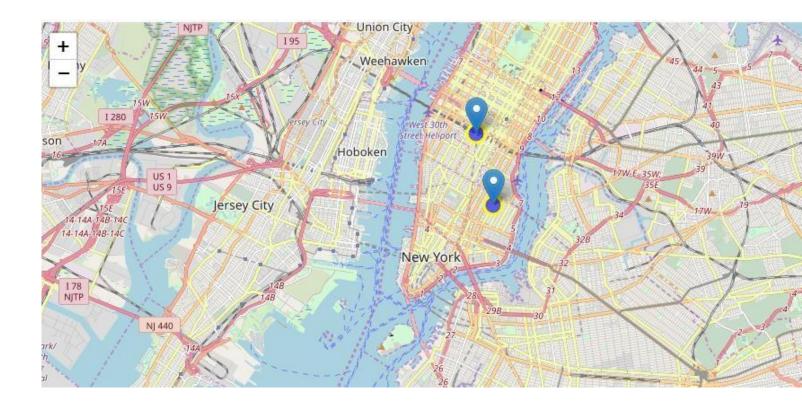
now Lets add a new fteld to data frame for labeling purpose.

```
ny_neighborhood_stats["Label"]=ny_neighborhood_stats["Neighborhood"]+",_

→"+ny_neighborhood_stats["Borough"]+"("+ny_neighborhood_stats["Average_

→Rating"]_map(str)+")"
```

[62]: There are two restaurant in Neighborhood based on average rating greater than or Equal to 8.8



Now i have visualized the Neighborhoods. Next i will visualize boroughs based on average rating

```
[63]: ny_map = folium_Map(location=geo_location("New York"), zoom_start=12)
    ny_geo = r"Borough Boundaries.geojson"
```

```
ny_map.choropleth(
    geo_data=ny_geo,
    data=ny_borough_stats,
    columns=["Borough", "Average Rating"],
    key_on="feature.properties.boro_name",
    fill_color="YlOrRd",
    fill_opacity=0.7,
    line_opacity=0.2,
    legend_name="Average Rating"
)

# display

# as this is huge map data , we will save it to a file
ny_map_save("borough_rating.html")
```

This is the of link the saved images:-

https://github.com/shweta30n/Github/blob/master/Borough%20Boundaries%20(1).geojson

DISSCUTION:

[]:

- I feel this capstone project has provide the opportunity to understand and apply these data science tools and algorithms in more appropriate manner.
- In this project I found New York is cultural diverse city which has many Different cuisine restaurant, which mean this area has more opportunity For Korean restaurant to open.

CONCULSION (RECOMMENDATION):

East village (Manhattan), Midtown South (Manhattan) are some of the best neighbor-hoods for Korean Cuisine.

Manhattan has potential Korean Restaurant Market.

Brooklyn and Queens Ranks stand same in average rating standard of Korean Restaurants.

Manhattan is the best place to stay if you prefer Korean Cuisine.