

Battle of Neighborhood: Opening A Filipino Restaurant in New York City

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Business Problem



An entrepreneur is interested in opening a new Filipino restaurant in the most ethnically diverse city in the United States, New York City. He/She has reached out for help to identify the best borough and neighborhood with high interest in Filipino cuisine. It would also be beneficial to learn about the potential competitors and see where most New Yorkers go to satisfy their Filipino food cravings.

The main objective of the project is to learn more about the characteristics of the different boroughs and neighborhoods of New York city, and to figure out the best neighborhood to open a Filipino restaurant that can provide the best chance for success.

Data Required

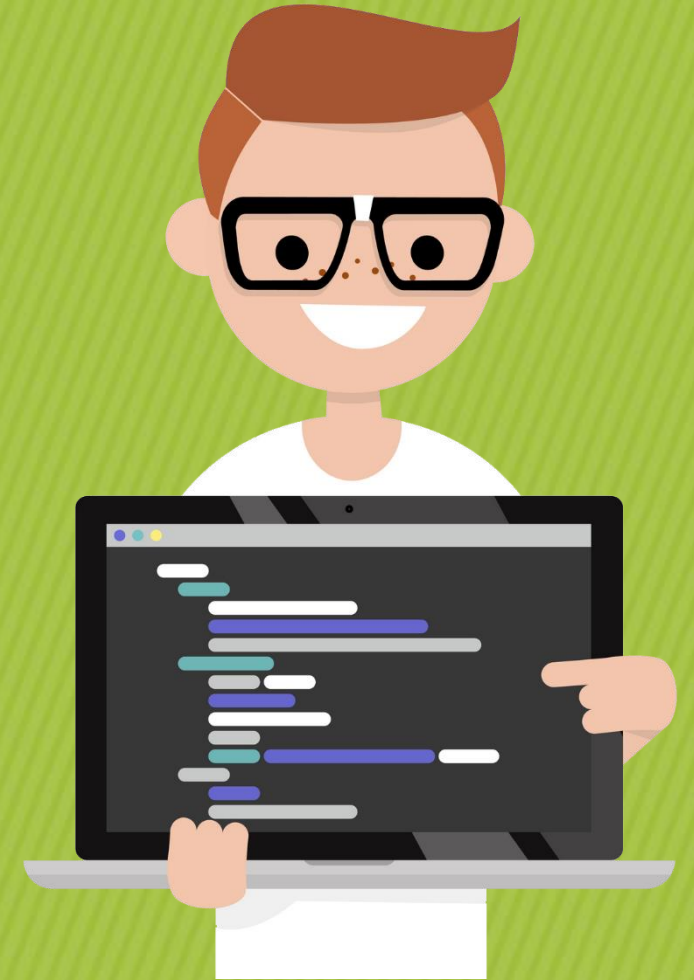
New York City has a total of 5 boroughs and 306 neighborhoods. To address the problem statements, data on New York City boroughs and neighborhoods with boundaries, latitude, longitude, restaurants, and restaurant ratings and tips are required.

Data Sources

- Open-source dataset of New York City from the NYC.gov website:
https://services5.arcgis.com/GfwWNkhOj9bNBqoJ/arcgis/rest/services/Neighborhood_Names/FeatureServer/0/query?where=1=1&outFields=*&outSR=4326&f=pgeojson
- Foursquare API for venue data

Methodology

- New York City geographic data will be collected from https://services5.arcgis.com/GfwWNkhOj9bNBqoJ/arcgis/rest/services/Neighborhood_Names/FeatureServer/0/query?where=1=1&outFields=*&outSR=4326&f=pgeojson
- Foursquare will be used to locate all Filipino restaurants with ratings, tips, and likes by users
- All necessary data will be cleaned, sorted, and processed into a dataframe
- The information will be visually mapped using graphing from Python libraries



Results

- There are only 7 Filipino Restaurants in New York City, majority of which are in Manhattan.
- The only borough that doesn't have a Filipino restaurant is the Bronx.
- Brooklyn has the highest average rating for Filipino restaurants while Queens and Staten Island have the lowest average rating
- The two neighborhoods with the highest average rating for Filipino restaurants are Lower East Side and East Village in Manhattan



Discussion

What location(s) in New York City best serve Filipino cuisines?

- Based on the above information, Manhattan and Brooklyn are the best locations for Filipino cuisine in NYC. Manhattan and Brooklyn have the best rated Filipino restaurants on average. Meanwhile, Staten Island and Queens have the lowest rated Filipino restaurants. Manhattan has variety with a total of 4 Filipino restaurants which leads to more competition. Although Brooklyn only has one restaurant, Fob Restaurant, it is one of the highest rated Filipino restaurant according to the FourSquare data.

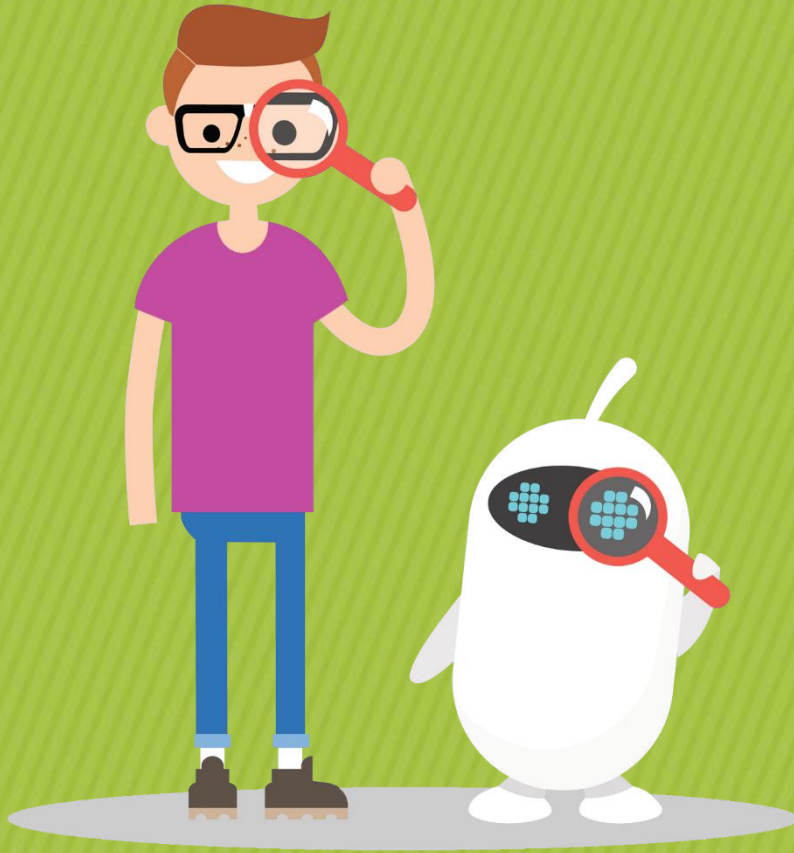
Where do most New Yorkers go to have the best Filipino food in the city?

- It seems that majority of New Yorkers go to Pig and Khao in Manhattan for the best Filipino food. Pig and Khao received over 1,000 likes, 300 tips, and an average rating of 9.1 / 10.

In what Borough and Neighborhood should the entrepreneur open his/her Filipino restaurant for best chance of success?

- It would be best to open a Filipino restaurant in Queens. The entrepreneur must consider the amount of competition in Manhattan and the high level of competition in Brooklyn with average ratings exceeding 8.0 out of 10.0. Given the lack of quality in Queens for Filipino food, it would be easier to garner success there where enthusiasts would benefit.

Key Takeaways



- Manhattan and Brooklyn are the best locations for Filipino cuisine in NYC. Competition is high in these boroughs considering the quality and quantity of the Filipino restaurants.
- New Yorkers go to Pig and Khao in Manhattan for the best Filipino food. The entrepreneur should do some research on this restaurant to learn more about their success.
- It would be best for the potential owner to open a Filipino restaurant in Queens given the lack of competition and its large concentration of Filipinos.

Thank You!

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