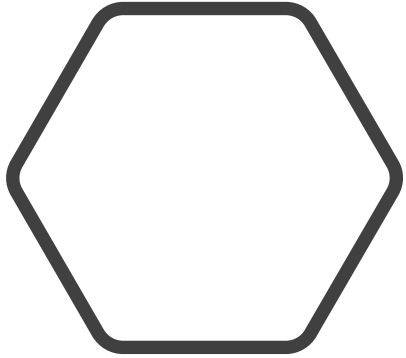# Capstone Project

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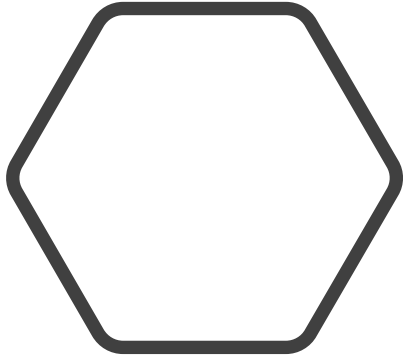
# INTRODUCTION

# Introduction:

The Restaurants industry in New York has experienced steady growth over the five years to 2020, as convenient and affordable food remains popular with consumers. While the low price point of the industry's products typically places restaurants and coffee shops with a competitive advantage over other segments of the foodservices sector, rising consumer sentiment has increased competition overall.

With its huge population and diverse culture comes diverse category of foods, like Indian, French, Chinese etc. But in this project, we will focus on Indian cuisine

# PROBLEMS

# Problems Identified:

1. Selecting a location for opening the restaurant

2. Any competitors nearby?

3. Does the location have Market Potential?

Data Section

# Data Section:

## What data do we need?

 1. Since we are going to setup the restaurant in New York, we will need New York data file, consisting of the neighbourhood, latitude and longitude

2. We will need to know protential competitors, so we will need a data file consisting of all retreatants in New York with Indian cuisine.

## From where do we get the data?

1. We can get the NY data, from https://cocl.us/new_york_dataset

2. We can find our potential competitors using Foursquare API

# Methodology & Conclusion

# Methodology:

We will find all venues for each neighbourhood, using Foursquare API, then we will filter the data to only Indian cuisine, and we will use Foursquare API again to collect all rating. Then we will sort Neighbourhoods and Borough the data keeping Ratings as the constraint. Now we will sort all Neighbourhood with restaurants with an average rating of 8. We will join this dataset to original New York data to get longitude and latitude, and we can visualize the map. And map has all the imformtion that we need, like our competitors and market potential.

# Conclusion:

In New York, Queens has the highest number of Indian cuisines, so it has a good target audience, and will be good to setup, and in queens, Brooklyn has highest number of restaurants, so that might be the where the main competitor might be.

So the best place with market potential is Manhattan