

# Italian Restaurants in NYC

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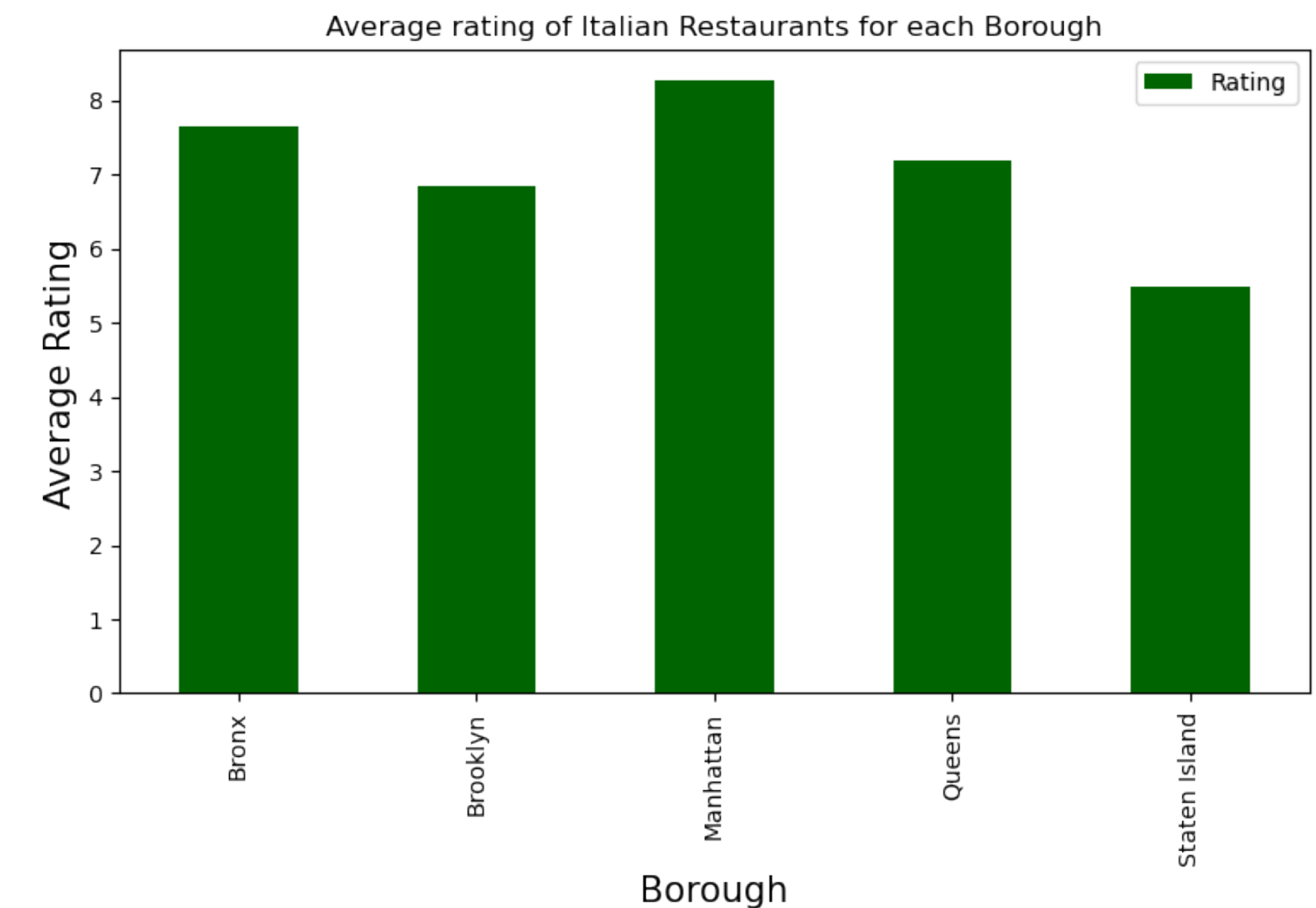
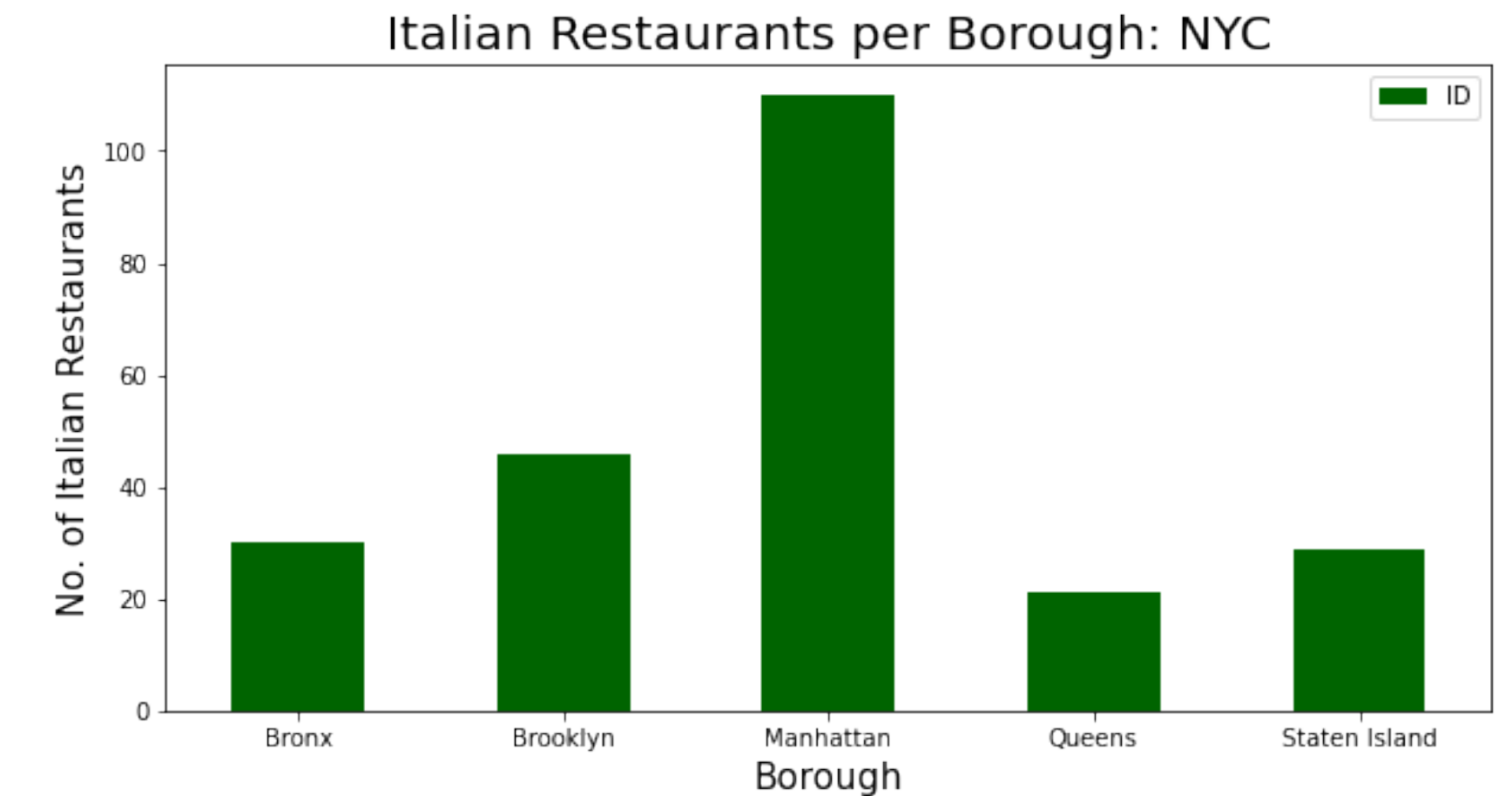
# Battle of the Neighborhoods

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IBM DATA SCIENCE

# Introduction

- NYC is one of the world's top culinary destinations
- There are 236 Italian restaurants in NYC
  - Manhattan (110) and Brooklyn (46) have the most and will be the focus of this analysis
- This analysis will answer 2 questions:
  - What neighborhood in NYC is the best to open a new Italian restaurant?
  - What neighborhood in NYC is the best to invest in an Italian restaurant?



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# Data

- Venue location, rating, likes, tips, neighborhood, and borough were collected from Foursquare
- Neighborhood, borough, latitude, and longitude data was collected from NYC dataset<sup>1</sup>
- Both datasets were merged on the neighborhood

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1: [HTTPS://COCL.US/NEW\\_YORK\\_DATASET](https://cocl.us/new_york_dataset)

# Results

## Where to open a new Italian restaurant

Neighborhood, Borough (Rating)	Count
Bay Ridge, Brooklyn(4.65)	6
Belmont, Bronx(8.04)	17
Carroll Gardens, Brooklyn(6.48)	9
Chelsea, Manhattan(5.73)	3
Chelsea, Staten Island(5.73)	3
Civic Center, Manhattan(7.87)	3
Clinton, Manhattan(8.05)	4
Eltingville, Staten Island(2.63)	3
Financial District, Manhattan(8.05)	4
Fort Hamilton, Brooklyn(5.5)	3
Gramercy, Manhattan(8.17)	3
Howard Beach, Queens(7.53)	3
Lenox Hill, Manhattan(7.69)	9
New Dorp, Staten Island(7.63)	3
Old Town, Staten Island(7.63)	3
Sutton Place, Manhattan(8.25)	4
Turtle Bay, Manhattan(7.7)	3
Upper East Side, Manhattan(8.0)	6
Yorkville, Manhattan(7.74)	7

Table 1: Number of Italian restaurants (with ratings of 8.25 and below) per neighborhood and their ratings.

- Neighborhood selection criteria:
  - At least 3 restaurants
  - Rating of 8.25 or below
  - Located near other neighborhoods with strongly performing restaurants

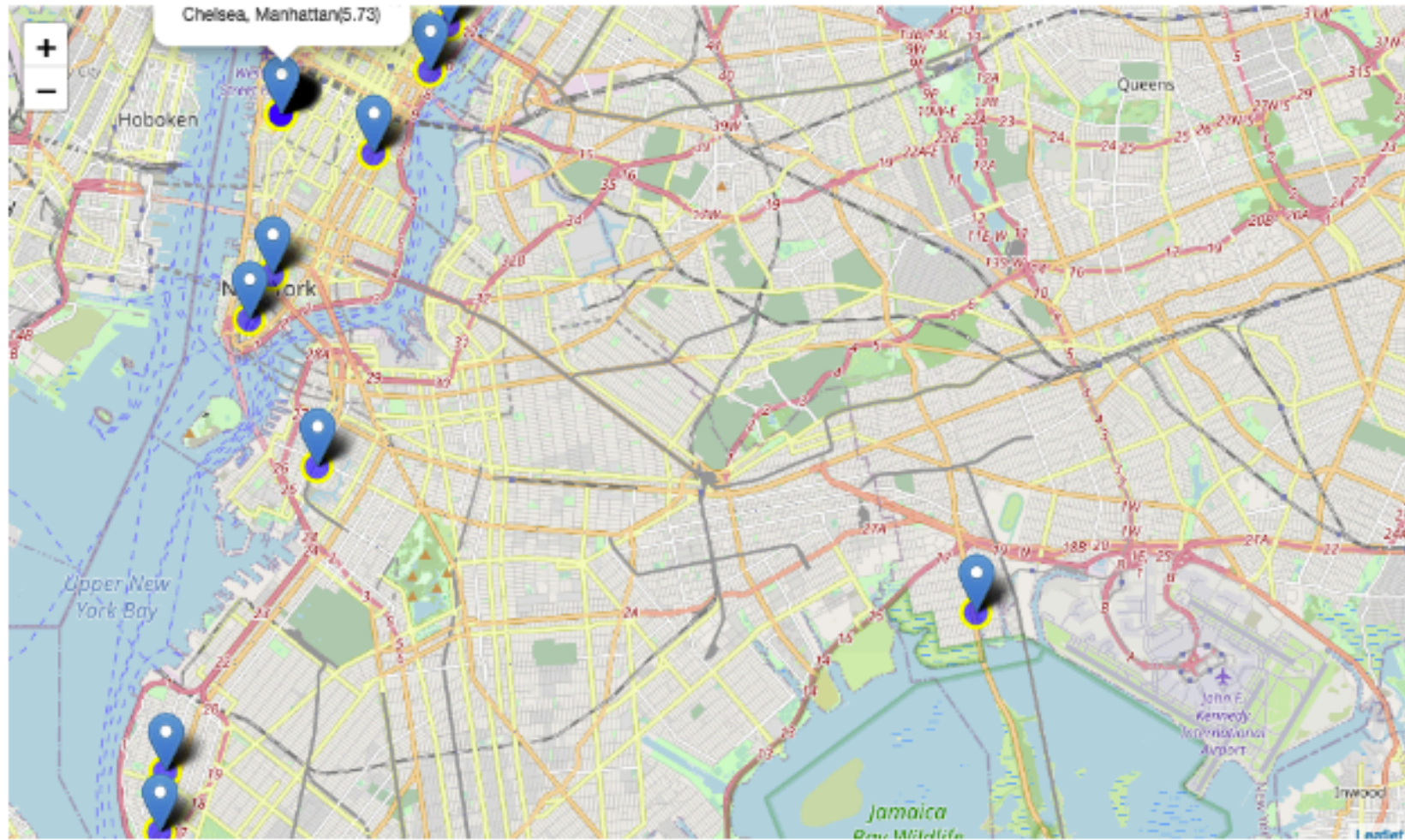


Figure 5: Restaurants with ratings of 8.25 and below.



Label	Count
Clinton Hill, Brooklyn(8.33)	3
Cobble Hill, Brooklyn(8.53)	3
East Village, Manhattan(8.37)	3
Flatiron, Manhattan(8.48)	5
Fort Greene, Brooklyn(8.68)	4
Greenwich Village, Manhattan(8.72)	13
Little Italy, Manhattan(8.37)	3
Noho, Manhattan(8.43)	6
Soho, Manhattan(8.65)	6
Upper West Side, Manhattan(8.3)	3
West Village, Manhattan(8.75)	10

Table 2: Number of Italian restaurants (with ratings above 8.25) per neighborhood (containing at least 3 restaurants) and their ratings.

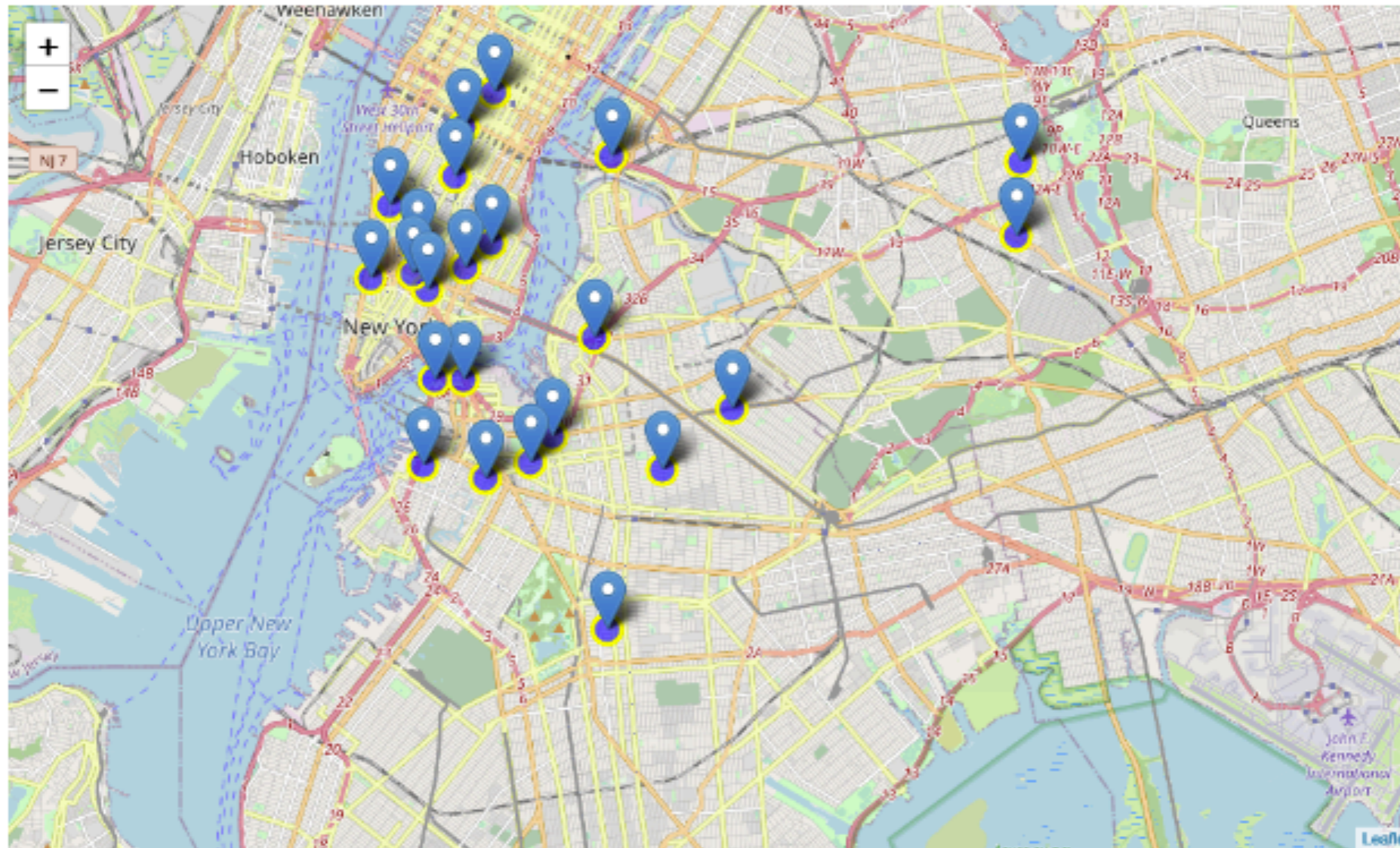


Figure 6: Restaurants with a rating above 8.25.

# Results

## Where to invest in an Italian restaurant

- Neighborhood selection criteria:
  - Average rating of at least 8.25
  - At least 3 restaurants
  - Located near other neighborhoods that meet previous criteria



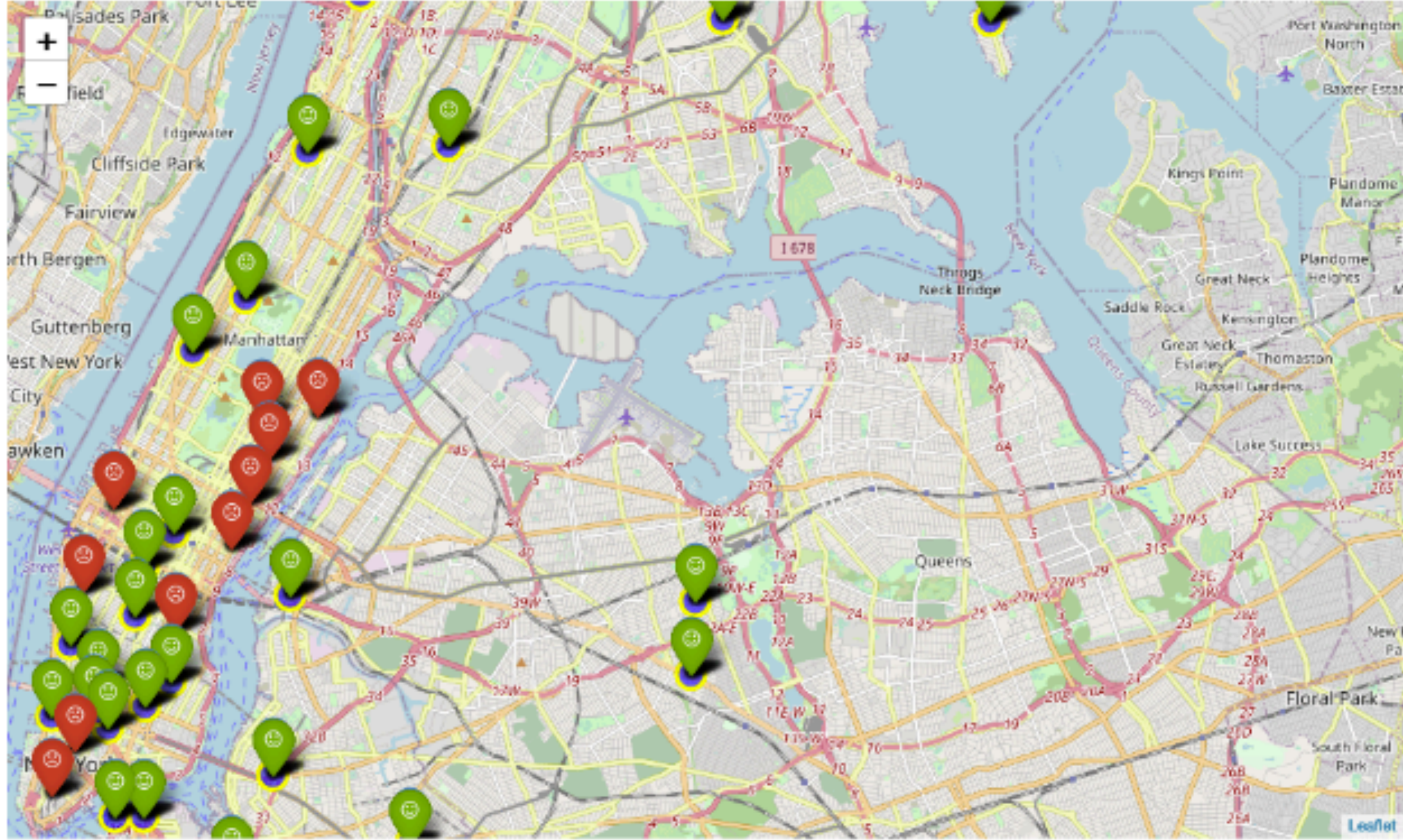


Figure 6: Italian restaurants in Manhattan. Restaurants with rating above 8.25 shown in green with a smiling face icon; those with 8.25 and below shown in red with a frowning face icon.

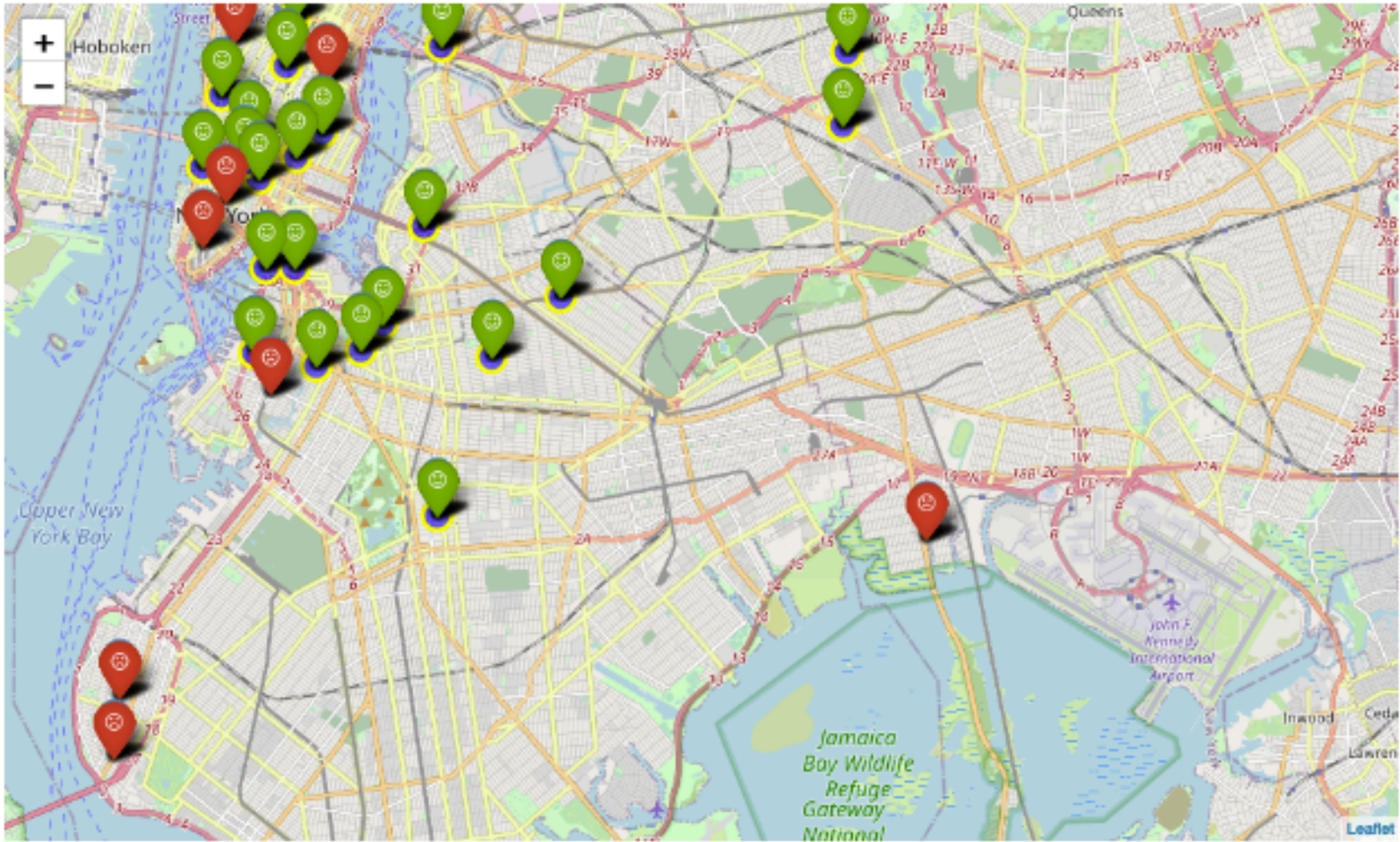
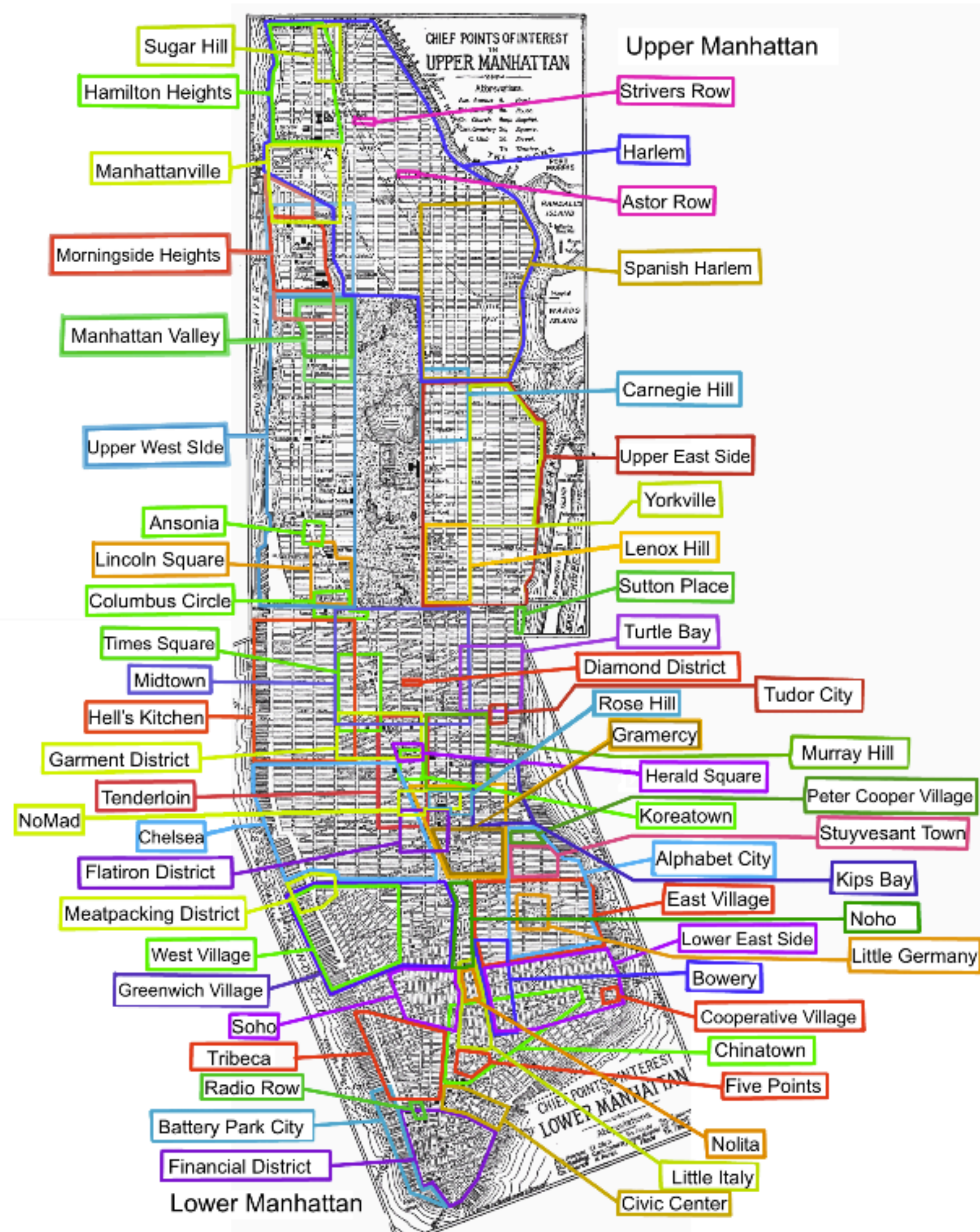


Figure 8: Italian restaurants in Brooklyn. Restaurants with rating above 8.25 shown in green with a smiling face icon; those with 8.25 and below shown in red with a frowning face icon.







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# Discussion

- From the results we see that the largest cluster of Italian restaurants is located in Lower Manhattan
  - Based on other criteria, best neighborhoods to invest in are Greenwich Village, West Village, and SoHo
  - The best locations to open a new restaurant, with a lower than average rating and popular neighborhoods located nearby are Carroll Gardens, Chelsea, Bay Ridge, and Fort Hamilton
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# Conclusions

## Invest

- The best neighborhoods are Greenwich Village, West Village, and SoHo all in Lower Manhattan

## Open

- The best neighborhoods are Carroll Gardens, Bay Ridge, and Fort Hamilton in Brooklyn & Chelsea in Manhattan
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