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# Capstone Project

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The Battle of Neighborhoods

## 1. Introduction & Business Problem:

New York City is the most populous city in the United States. It is diverse and is the financial capital of USA. It is multicultural. It provides lot of business opportunities and business friendly environment. It has attracted many different players into the market. It is a global hub of business and commerce. The city is a major center for banking and finance, retailing, world trade, transportation, tourism, real estate, new media, traditional media, advertising, legal services, accountancy, insurance, theater, fashion, and the arts in the United States. This also means that the market is highly competitive. As it is highly developed city so cost of doing business is also one of the highest. Thus, any new business venture or expansion needs to be analyzed carefully. The insights derived from analysis will give good understanding of the business environment which help in strategically targeting the market. This will help in reduction of risk. And the Return on Investment will be reasonable.

## 2. Business Problem

New York City is famous for its excellent cuisine. Its food culture includes an array of international cuisines influenced by the city's immigrant history. Sushi restaurants have become so popular in the United States now it seems that there is one on every corner, not only in major cities but also in smaller cities. Starting a sushi restaurant can be a great business opportunity, but you need to distinguish yourself from others to enjoy long-term success.

If you plan a real restaurant that can demand higher prices for fresh fish, delivered daily from Japan, focus on neighborhoods and outlets that already attract a sophisticated Japanese client. If you plan a cheap buffet restaurant, points to the masses looking for affordable high-traffic locations with large shopping centers and other local points of interest.

### 3. Find a suitable location

If you plan a real restaurant that can demand higher prices for fresh fish, delivered daily from Japan, focus on neighborhoods and outlets that already attract a sophisticated Japanese client. If you plan a cheap buffet restaurant, points to the masses looking for affordable high-traffic locations with large shopping centers and other local points of interest. So it is evident that to survive in such competitive market it is very important to strategically plan. Various factors need to be studied in order to decide on the Location

### 4. Target Audience

My Client wants to open his business in Manhattan area, so I only focus on that borough during my analysis. The objective is to locate and recommend to the management which neighborhood of New York city will be best choice to start a restaurant. The Management also expects to understand the rationale of the recommendations made.

This would interest anyone who wants to start a new restaurant in New York city.

### 5. Data

**Data 1:** Neighborhood has a total of 5 boroughs and 306 neighborhoods. In order to segment the neighborhoods and explore them, we will essentially need a dataset that contains the 5 boroughs and the neighborhoods that exist in each borough as well as the latitude and longitude coordinates of each neighborhood. This dataset exists for free on the web. Link to the dataset is: [https://geo.nyu.edu/catalog/nyu\\_2451\\_34572](https://geo.nyu.edu/catalog/nyu_2451_34572)

	Borough	Neighborhood	Latitude	Longitude
0	Bronx	Wakefield	40.894705	-73.847201
1	Bronx	Co-op City	40.874294	-73.829939
2	Bronx	Eastchester	40.887556	-73.827806
3	Bronx	Fieldston	40.895437	-73.905643
4	Bronx	Riverdale	40.890834	-73.912585

**Data2:** New York city geographical coordinates data will be utilized as input for the Foursquare API, that will be leveraged to provision venues information for each neighborhood. We will use the Foursquare API to explore neighborhoods in New York City. The below is image of the Foursquare API data.

In addition, Sushi category Id 4bf58dd8d48988d1d2941735 is used for retrieving data from Foursquare API.

## 6. Methodology

In this project, I will use the basic methodology as taught in Week 3 lab.

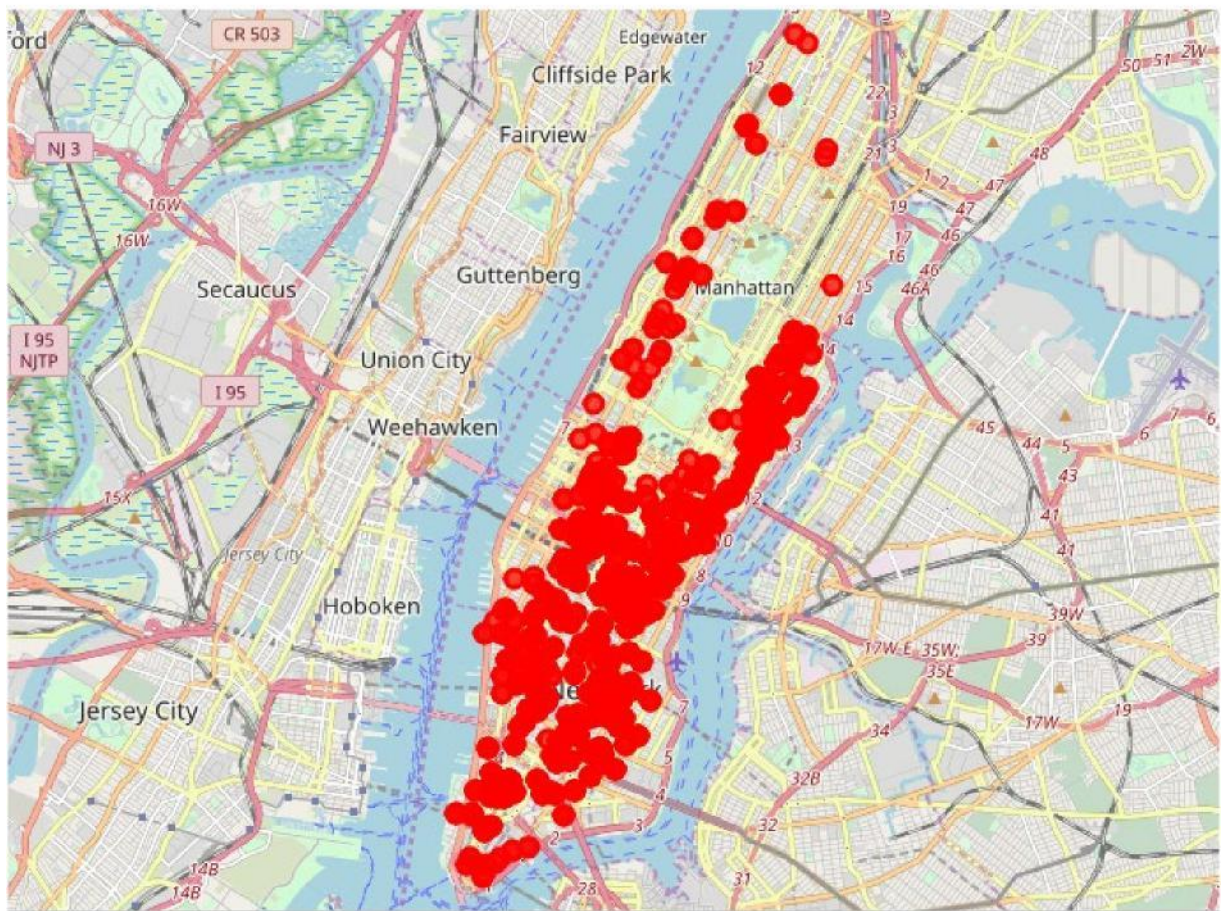
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Above, I have done convert addresses into their equivalent latitude and longitude values. Then we will use the Foursquare API to explore neighborhoods in Manhattan, New York. After that, explore function to get sushi restaurant categories in each neighborhood.

	Neighborhood	Neighborhood Latitude	Neighborhood Longitude	Venue	Venue Latitude	Venue Longitude	Venue Category
0	Fieldston	40.895437	-73.905643	Asian Tokyo	40.890839	-73.898335	Sushi Restaurant
1	Fieldston	40.895437	-73.905643	Yokohama	40.887214	-73.904708	Sushi Restaurant
2	Riverdale	40.890834	-73.912585	Planet Tokyo	40.886158	-73.909615	Sushi Restaurant
3	Riverdale	40.890834	-73.912585	Yokohama	40.887214	-73.904708	Sushi Restaurant
4	Kingsbridge	40.881687	-73.902818	Yokohama	40.887214	-73.904708	Sushi Restaurant

```
newyork_venues_sushi.shape
```

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(1763, 7)
```



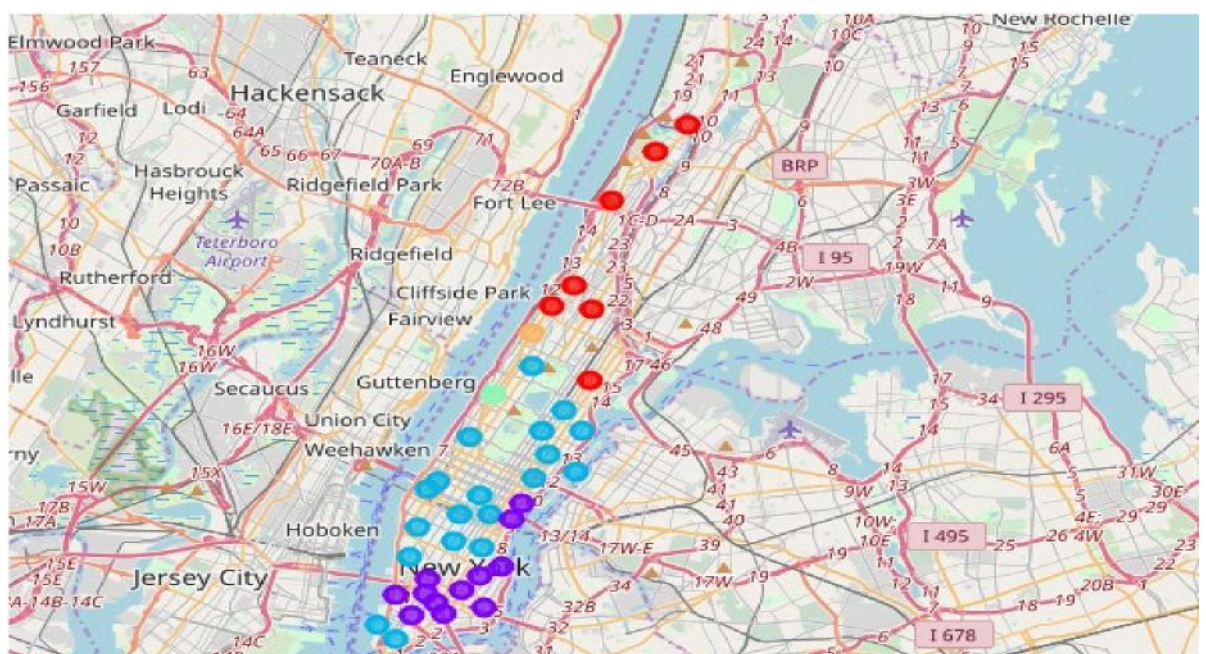
Sushi bars in Manhattan



	Neighborhood	Asian Restaurant	Bakery	Chinese Restaurant	Cocktail Bar	Deli / Bodega	Grocery Store	Hawaiian Restaurant	Japanese Restaurant	Noodle House	Poke Place	Ramen Restaurant	Restaurant	Sake Bar	Sandwich Place	Ru
0	Marble Hill	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
1	Chinatown	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
2	Chinatown	0	0	0	0	0	0	0	1	0	0	0	0	0	0	
3	Chinatown	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
4	Chinatown	0	0	0	0	0	0	0	0	0	0	0	0	0	0	

Then use this feature to group the neighborhoods into clusters K-means clustering algorithm will be used to complete this task. And, the Folium library to visualize the neighborhoods in Manhattan and its emerging clusters.

	Neighborhood	1st Most Common Venue	2nd Most Common Venue	3rd Most Common Venue	4th Most Common Venue	5th Most Common Venue	6th Most Common Venue	7th Most Common Venue	8th Most Common Venue	9th Most Common Venue
0	Annadale	Sushi Restaurant	Vegetarian / Vegan Restaurant	Korean Restaurant	Bakery	Bubble Tea Shop	Burger Joint	Café	Chinese Restaurant	Cocktail Bar
1	Arden Heights	Sushi Restaurant	Vegetarian / Vegan Restaurant	Korean Restaurant	Bakery	Bubble Tea Shop	Burger Joint	Café	Chinese Restaurant	Cocktail Bar
2	Astoria	Sushi Restaurant	Asian Restaurant	Japanese Restaurant	Korean Restaurant	Bakery	Bubble Tea Shop	Burger Joint	Café	Chinese Restaurant
3	Astoria Heights	Sushi Restaurant	Vegetarian / Vegan Restaurant	Korean Restaurant	Bakery	Bubble Tea Shop	Burger Joint	Café	Chinese Restaurant	Cocktail Bar
4	Auburndale	Sushi Restaurant	Vegetarian / Vegan Restaurant	Korean Restaurant	Bakery	Bubble Tea Shop	Burger Joint	Café	Chinese Restaurant	Cocktail Bar



## 7. Results

**K-mean Cluster** Using K-mean to clustering data area with a smaller number of sushi bars

### Cluster 0

	Borough	Neighborhood	Latitude	Longitude	Cluster Labels	1st Most Common Venue	2nd Most Common Venue	3rd Most Common Venue	4th Most Common Venue	5th Most Common Venue	6th Most Common Venue	7th Most Common Venue	8th Most Common Venue	9th Most Common Venue	
0	Manhattan	Marble Hill	40.876551	-73.910660	0	Sushi Restaurant	Vegetarian / Vegan Restaurant	Korean Restaurant	Bakery	Bubble Tea Shop	Burger Joint	Café	Chinese Restaurant	Cocktail Bar	
1	Manhattan	Chinatown	40.715618	-73.994279	0	Sushi Restaurant	Japanese Restaurant	Vegetarian / Vegan Restaurant	Korean Restaurant	Bakery	Bubble Tea Shop	Burger Joint	Café	Chinese Restaurant	
2	Manhattan	Washington Heights	40.851903	-73.936900	0	Sushi Restaurant	Vegetarian / Vegan Restaurant	Korean Restaurant	Bakery	Bubble Tea Shop	Burger Joint	Café	Chinese Restaurant	Cocktail Bar	
3	Manhattan	Inwood	40.867684	-73.921210	0	Sushi Restaurant	Vegetarian / Vegan Restaurant	Korean Restaurant	Bakery	Bubble Tea Shop	Burger Joint	Café	Chinese Restaurant	Cocktail Bar	
4	Manhattan	Hamilton Heights	40.823604	-73.949688	0	Sushi Restaurant	Vegetarian / Vegan Restaurant	Korean Restaurant	Bakery	Bubble Tea Shop	Burger Joint	Café	Chinese Restaurant	Cocktail Bar	

### Cluster 1

```
manhattan_merged.loc[manhattan_merged['Cluster Labels'] == 1, manhattan_merged.columns[[1] + list(range(5, manhattan_merged.shape[1]))]]
```

	Neighborhood	1st Most Common Venue	2nd Most Common Venue	3rd Most Common Venue	4th Most Common Venue	5th Most Common Venue	6th Most Common Venue	7th Most Common Venue	8th Most Common Venue	9th Most Common Venue	10th Most Common Venue
1	Chinatown	Sushi Restaurant	Japanese Restaurant	Vegetarian / Vegan Restaurant	Noodle House	Bakery	Chinese Restaurant	Cocktail Bar	Deli / Bodega	Grocery Store	Hawaiian Restaurant
18	Greenwich Village	Sushi Restaurant	Japanese Restaurant	Sake Bar	Grocery Store	Vegetarian / Vegan Restaurant	Noodle House	Bakery	Chinese Restaurant	Cocktail Bar	Deli / Bodega
19	East Village	Sushi Restaurant	Japanese Restaurant	Vegetarian / Vegan Restaurant	Noodle House	Bakery	Chinese Restaurant	Cocktail Bar	Deli / Bodega	Grocery Store	Hawaiian Restaurant
20	Lower East Side	Sushi Restaurant	Japanese Restaurant	Vegetarian / Vegan Restaurant	Noodle House	Bakery	Chinese Restaurant	Cocktail Bar	Deli / Bodega	Grocery Store	Hawaiian Restaurant
21	Tribeca	Sushi Restaurant	Noodle House	Japanese Restaurant	Theme Restaurant	Vegetarian / Vegan Restaurant	Bakery	Chinese Restaurant	Cocktail Bar	Deli / Bodega	Grocery Store
22	Little Italy	Sushi Restaurant	Japanese Restaurant	Noodle House	Vegetarian / Vegan Restaurant	Bakery	Chinese Restaurant	Cocktail Bar	Deli / Bodega	Grocery Store	Hawaiian Restaurant
23	Soho	Sushi Restaurant	Japanese Restaurant	Noodle House	Theme Restaurant	Vegetarian / Vegan Restaurant	Bakery	Chinese Restaurant	Cocktail Bar	Deli / Bodega	Grocery Store
31	NoHo	Sushi Restaurant	Japanese Restaurant	Vegetarian / Vegan Restaurant	Noodle House	Bakery	Chinese Restaurant	Cocktail Bar	Deli / Bodega	Grocery Store	Hawaiian Restaurant
32	Civic Center	Sushi Restaurant	Japanese Restaurant	Noodle House	Theme Restaurant	Vegetarian / Vegan Restaurant	Bakery	Chinese Restaurant	Cocktail Bar	Deli / Bodega	Grocery Store
35	Turtle Bay	Sushi Restaurant	Japanese Restaurant	Asian Restaurant	Steakhouse	Seafood Restaurant	Bakery	Chinese Restaurant	Cocktail Bar	Deli / Bodega	Grocery Store
36	Tudor City	Sushi Restaurant	Asian Restaurant	Japanese Restaurant	Vegetarian / Vegan Restaurant	Steakhouse	Smoothie Shop	Seafood Restaurant	Sandwich Place	Sake Bar	Restaurant
37	Stuyvesant Town	Sushi Restaurant	Japanese Restaurant	Vegetarian / Vegan Restaurant	Noodle House	Bakery	Chinese Restaurant	Cocktail Bar	Deli / Bodega	Grocery Store	Hawaiian Restaurant



## Cluster 2:

Out[91]:

	Neighborhood	1st Most Common Venue	2nd Most Common Venue	3rd Most Common Venue	4th Most Common Venue	5th Most Common Venue	6th Most Common Venue	7th Most Common Venue	8th Most Common Venue	9th Most Common Venue	10th Most Common Venue
8	Upper East Side	Sushi Restaurant	Japanese Restaurant	Asian Restaurant	Fish Market	Vegetarian / Vegan Restaurant	Seafood Restaurant	Sandwich Place	Sake Bar	Restaurant	Ramen Restaurant
9	Yorkville	Sushi Restaurant	Japanese Restaurant	Vegetarian / Vegan Restaurant	Fish Market	Indian Chinese Restaurant	Asian Restaurant	Sandwich Place	Sake Bar	Restaurant	Ramen Restaurant
10	Lenox Hill	Sushi Restaurant	Asian Restaurant	Japanese Restaurant	Fish Market	Vegetarian / Vegan Restaurant	Seafood Restaurant	Sandwich Place	Sake Bar	Restaurant	Ramen Restaurant
13	Lincoln Square	Sushi Restaurant	Japanese Restaurant	Smoothie Shop	Chinese Restaurant	Grocery Store	Vegetarian / Vegan Restaurant	Indian Chinese Restaurant	Bakery	Cocktail Bar	Deli / Bodega
14	Clinton	Sushi Restaurant	Japanese Restaurant	Asian Restaurant	Chinese Restaurant	Seafood Restaurant	Cocktail Bar	Indian Chinese Restaurant	Bakery	Deli / Bodega	Fish Market
15	Midtown	Sushi Restaurant	Asian Restaurant	Seafood Restaurant	Japanese Restaurant	Restaurant	Bakery	Ramen Restaurant	Vegetarian / Vegan Restaurant	Sandwich Place	Sake Bar
16	Murray Hill	Sushi Restaurant	Japanese Restaurant	Asian Restaurant	Restaurant	Bakery	Ramen Restaurant	Vegetarian / Vegan Restaurant	Sake Bar	Sandwich Place	Seafood Restaurant
17	Chelsea	Sushi Restaurant	Japanese Restaurant	Asian Restaurant	Fish Market	Vegetarian / Vegan Restaurant	Seafood Restaurant	Sandwich Place	Sake Bar	Restaurant	Ramen Restaurant
24	West Village	Sushi Restaurant	Japanese Restaurant	Vegetarian / Vegan Restaurant	Sake Bar	Fish Market	Asian Restaurant	Sandwich Place	Seafood Restaurant	Restaurant	Ramen Restaurant
25	Manhattan Valley	Sushi Restaurant	Japanese Restaurant	Hawaiian Restaurant	Vegetarian / Vegan Restaurant	Bakery	Chinese Restaurant	Cocktail Bar	Deli / Bodega	Fish Market	Grocery Store
26	Morningside Heights	Sushi Restaurant	Japanese Restaurant	Hawaiian Restaurant	Vegetarian / Vegan Restaurant	Bakery	Chinese Restaurant	Cocktail Bar	Deli / Bodega	Fish Market	Grocery Store
28	Battery Park City	Sushi Restaurant	Japanese Restaurant	Noodle House	Theme Restaurant	Indian Chinese Restaurant	Bakery	Chinese Restaurant	Cocktail Bar	Deli / Bodega	Fish Market
30	Carnegie Hill	Sushi Restaurant	Japanese Restaurant	Vegetarian / Vegan Restaurant	Indian Chinese Restaurant	Asian Restaurant	Seafood Restaurant	Sandwich Place	Sake Bar	Restaurant	Ramen Restaurant
33	Midtown South	Sushi Restaurant	Japanese Restaurant	Asian Restaurant	Restaurant	Bakery	Ramen Restaurant	Vegetarian / Vegan Restaurant	Sake Bar	Sandwich Place	Seafood Restaurant
34	Sutton Place	Sushi Restaurant	Asian Restaurant	Japanese Restaurant	Steakhouse	Seafood Restaurant	Deli / Bodega	Hawaiian Restaurant	Bakery	Chinese Restaurant	Cocktail Bar
38	Flatiron	Sushi Restaurant	Japanese Restaurant	Vegetarian / Vegan Restaurant	Asian Restaurant	Smoothie Shop	Hawaiian Restaurant	Bakery	Chinese Restaurant	Cocktail Bar	Deli / Bodega

## Cluster 3

In [92]: manhattan\_merged.loc[manhattan\_merged['Cluster Labels'] == 3, manhattan\_merged.columns[[1] + list(range(5, manhattan\_merged.shape[1]))]]

Out[92]:

	Neighborhood	1st Most Common Venue	2nd Most Common Venue	3rd Most Common Venue	4th Most Common Venue	5th Most Common Venue	6th Most Common Venue	7th Most Common Venue	8th Most Common Venue	9th Most Common Venue	10th Most Common Venue
12	Upper West Side	Sushi Restaurant	Japanese Restaurant	Asian Restaurant	Grocery Store	Bakery	Chinese Restaurant	Cocktail Bar	Deli / Bodega	Fish Market	Hawaiian Restaurant

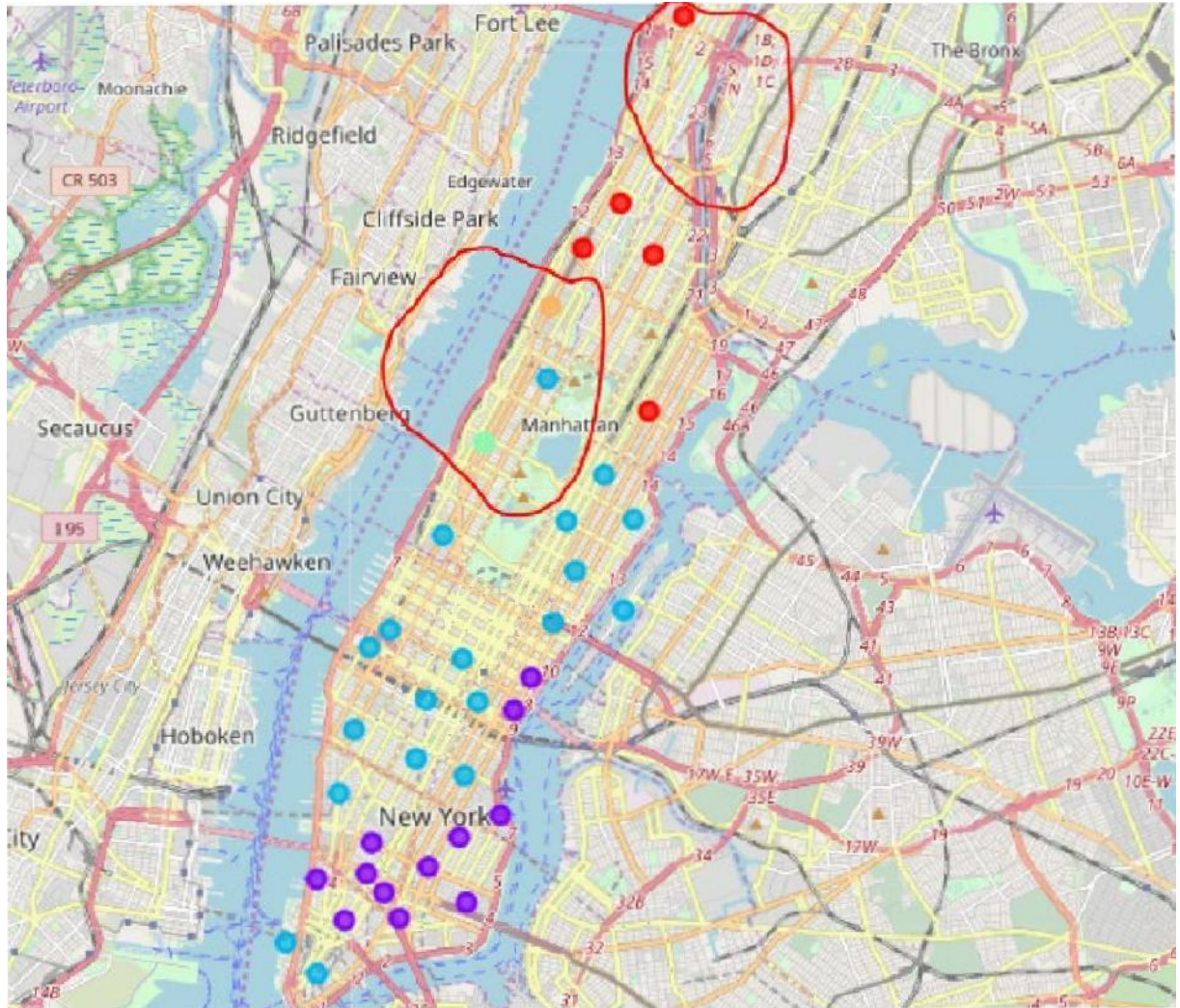


## Cluster 4

In [93]: manhattan\_merged.loc[manhattan\_merged['Cluster Labels'] == 4, manhattan\_merged.columns[[1] + list(range(5, manhattan\_merged.shape[1]))]]

Out[93]:

	Neighborhood	1st Most Common Venue	2nd Most Common Venue	3rd Most Common Venue	4th Most Common Venue	5th Most Common Venue	6th Most Common Venue	7th Most Common Venue	8th Most Common Venue	9th Most Common Venue	10th Most Common Venue
0	Marble Hill	Sushi Restaurant	Vegetarian / Vegan Restaurant	Japanese Restaurant	Bakery	Chinese Restaurant	Cocktail Bar	Deli / Bodega	Fish Market	Grocery Store	Hawaiian Restaurant
2	Washington Heights	Sushi Restaurant	Vegetarian / Vegan Restaurant	Japanese Restaurant	Bakery	Chinese Restaurant	Cocktail Bar	Deli / Bodega	Fish Market	Grocery Store	Hawaiian Restaurant
3	Inwood	Sushi Restaurant	Vegetarian / Vegan Restaurant	Japanese Restaurant	Bakery	Chinese Restaurant	Cocktail Bar	Deli / Bodega	Fish Market	Grocery Store	Hawaiian Restaurant
4	Hamilton Heights	Sushi Restaurant	Vegetarian / Vegan Restaurant	Japanese Restaurant	Bakery	Chinese Restaurant	Cocktail Bar	Deli / Bodega	Fish Market	Grocery Store	Hawaiian Restaurant
6	Central Harlem	Sushi Restaurant	Vegetarian / Vegan Restaurant	Japanese Restaurant	Bakery	Chinese Restaurant	Cocktail Bar	Deli / Bodega	Fish Market	Grocery Store	Hawaiian Restaurant
7	East Harlem	Sushi Restaurant	Vegetarian / Vegan Restaurant	Japanese Restaurant	Bakery	Chinese Restaurant	Cocktail Bar	Deli / Bodega	Fish Market	Grocery Store	Hawaiian Restaurant
18	Greenwich Village	Sushi Restaurant	Sake Bar	Japanese Restaurant	Vegetarian / Vegan Restaurant	Indian Chinese Restaurant	Bakery	Chinese Restaurant	Cocktail Bar	Deli / Bodega	Fish Market



Based on dataframe analysis above Cluster 3 (Upper West Side) and Cluster 4 (Morningside Heights) areas are the best places to open a new sushi bar business.

## 8. Discussion

In this section, I would be discussing the observations I have noted and the recommendation that I can make based on the results.

This analysis is performed on limited data. This may be right or may be wrong. But if good amount of data is available there is scope to come up with better results.

- There is high competition in Midtown and Soho, so it is very risky to open business in these areas.
- Central Harlem has also potential where closes to Morningside Heights area.
- It can be done more detailed analysis by adding other factors such as transportation, demographics of inhabitants.

Finally, foursquare proved to be a good source of data but frustrating at times.

## 9. Summary

Although all the goals of this project were met there is definitely room for further improvement and development as noted below. However, the goals of the project were met and, with some more work, could easily be developed into a fully pledged application that could support the opening a business idea in an unknown location.

As per the neighborhood or restaurant type mentioned like Sushi restaurants analysis can be checked. A venue with lowest risk and competition can be identified.