Capstone Project - Battle of Neighbourhoods

Introduction

New York City's demographics show that it is a large and ethnically diverse metropolis. It is the largest city in the United States with a long history of international immigration. It was termed as a "melting pot". to describe densely populated immigrant neighbourhoods on the Lower East Side. As many as 800 languages are spoken in New York, making it the most linguistically diverse city in the world. Asian Americans flourish in New York City. With its diverse culture, comes diverse food items. There are many restaurants in New York City, each belonging to different categories like Chinese, Indian, and French etc.

Problem Statement

The objective is to find the most suitable location for the entrepreneur to open a new Indian Restaurant in New York City.

Hypothesis

1. The parts of New York City with great Indian restaurants would be favourable to open an Indian restaurant. Hence, where are all the major parts of New York City that has great Indian restaurants? Do these major parts have potential for Indian Restaurant Market?
2. The parts of New York City that lack Indian Restaurants would have opportunity for new Indian restaurant. Q1) List and visualize all major parts of New York City that has great Indian restaurants. Therefore, which areas lack Indian Restaurants?
3. The place where Indians or lovers of Indian Cuisine congregate would be good places to set up an Indian Restaurant. Hence, which are the places to stay if one prefers Indian Cuisine?

Data

1. List of neighborhoods in New York City
   a. Data source : https://cocl.us/new_york_dataset
      i. This data set contains the required information of neighbourhoods of New York City that can be explored.
2. Latitude and Longitude of these neighborhoods
   a. Data source : https://data.cityofnewyork.us/City-Government/Borough-Boundaries/tqmj-j8zm
      i. Geo space data can be used to get the boundaries that will help to visualize choropleth map
3. Locations or venues of Indian restaurants.
   a. Foursquare API
      i. Contains all the venues in each neighbourhood that can be filtered to get only Indian restaurants.