



PROJECT: BATTLE OF NEIGHBORHOODS

*WHERE TO OPEN AN ITALIAN RESTAURANT IN **MANHATTAN** ?*

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AGENDA

- **Introduction (WK4)**
- **Data (WK4)**
- **Methodology (WK5)**
- **Results (WK5)**
- **Discussion (WK5)**
- **Conclusion (WK5)**

INTRODUCTION (WK4)

With its metropolitan property New York City -mostly spelled as New York- is one of the most popular cities in the world. As a metropolitan, New York hosts people from several nations. About 65.2 millions tourists every year visit New York and its magnificent monuments.

Over 1.3 million Italians and Italian-Americans live in the greater New York metro area, with about 800,000 living within one of the five New York City boroughs. There is even a neighborhood called Little Italy (Italian: Piccola Italia) is in Lower Manhattan in New York City, once known for its large Italian population (*Wikipedia: Italian Americans in New York City, Little Italy, Manhattan*)

Italian cuisine such as Pizza, Pasta, Fettuccine, Rizotto, Lasagna with aromatic house wine and a delicious slice of Tiramisu are very famous actors in gastronomy world. Then what about opening a new fine-dine Italian Restaurant in New York, especially in Manhattan, among skyscrapers or near Central Park? As an investor, where to choose the best location in Manhattan? (**Business problem**)

DATA (WK4)

Based on the business problem , we need following data ;

1-New York City data including the boroughs, neighborhoods, geographical coordinates.

Data source: https://geo.nyu.edu/catalog/nyu_2451_34572

Description : We will get New York districts (Borough-Neighborhood) table and get geographical coordinates.

2-Polygon file of Manhattan boundaries.

Data source:

https://raw.githubusercontent.com/codeforamerica/click_that_hood/master/public/data/manhattan.geojson (I have modified it a little bit)

Description : We will get Manhattan neighborhood map to visualize potential places.

3-Venue information in each neighborhood of New York:

Data source: Foursquare developer-API

Description : By using this API we will collect all venue information in each neighborhood.