

Capstone Project – Battle of the Neighborhoods

Introduction

Under current pandemic, people are staying at home and working at home, they cannot hang out with dear friends or dine in for any special occasions. It is a difficult time not only for them, but also for restaurants. Some of people have become superb chef that they could make various cuisines, treat themselves well at each meal and save money. Others are relying on delivery apps to get food delivery to their house to save them from cooking. This project will analyze as a delivery food application, between New York City, US and Toronto, Canada, which city should they start the business first to get more people use the application to order food from various restaurants across the city. The company would like to get insights on which neighborhood has more diverse restaurants, which means more options for their customers, and higher living standards and quality of life, which means these people are most likely going to have the same standard of food tasting as before and does not mind to pay extra delivery fees during this time. This project will explore the similarities and differences between certain neighborhoods in the two cities, and then determine which neighborhood could generate more values for the business.

Data

For this project, data will be captured from Wikipedia city pages for location dataset which consists of postal code, name, latitude, and longitude information, diversity of cuisines, economy, population and density information for each neighborhood in New York City, US and Toronto, Canada. The project will also use Foursquare API search feature to collect neighborhood venue data. Python packages and visualizations will also be used to better present the insights to stakeholders.