__The Battle of the Neighborhoods - Week 2__

LEUNG CHUNG MING

__Introduction:__

This report is for those planning to start a new restaurant. Provide as many suggestions as possible about the factors to consider when starting a new business.

__Business problem:__

This report begins with a business issue. Focus on the issues you may encounter when opening a new restaurant. There are many factors to consider when setting up a small or large business. For example, if an investor wants to open a fusion Chinese restaurant, the first thing to be determined is the location of the new restaurant. Site selection, vegetable market, school, industrial zone commercial street, this type of shop has a large population of mobile population? If you target the target group to the middle class with high consumption power, you can choose the commercial street route, Choose from high-end department stores, high-end pedestrian streets, or famous commercial streets. Or a community-based route, the restaurant will be opened in the middle and high-end residential areas and scenic spots. This kind of site selection is quiet and heavy.

__Discussion:__

Let's discuss the problem statement mentioned above. First, investors want to open a fusion Chinese restaurant in Manhattan, New York City. New York City Manhattan Wall Street is the financial center of the United States because real estate is very expensive. Now she needs to figure out how many restaurants are in the A, B, C and other neighborhoods. If there are more than two restaurants in the vicinity, then a new restaurant with the same food in the community will be a big risk. Considering the rents in the neighborhood, choosing a place with fewer or no restaurants would be a good choice. This is the effect of reducing profits in order to reduce competition in the industry. Need to find a place that many people visit frequently so that the investor's business is above average. Downtown, cinemas, shopping centers and gas stations will help the restaurant's business operations. Restaurant ratings, customer sign-in may help determine the location of the crowd. I also recommend that the restaurant develop an executive business package to attract executives from the district to come to the business.

__Data Description:__

	CAMIS	DBA	BORO	BUILDING	STREET	ZIPCODE	PHON
1	50077581	L'ADRESSE AMERICAN BISTRO	Manhattan	5	BRYANT PARK	10018.0	212221251
3	50048097	MEE'S NOODLE	Manhattan	930	2ND AVE	10022.0	212888002
4	50009874	EL PALACIO SEAFOOD MARKET	Manhattan	1049	SAINT NICHOLAS AVE	10032.0	212568077
7	41586126	NEW SPRING BOY CHINESE RESTAURANT	Manhattan	81	ALLEN STREET	10002.0	212625192
8	41589545	ZANNY'S CAFE	Manhattan	975	COLUMBUS AVENUE	10025.0	212316684

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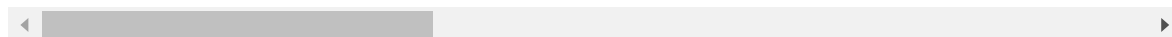
	CUISINE DESCRIPTION
American	43048
Chinese	10485
Café/Coffee/Tea	10016
Italian	9339
Japanese	7721
Pizza	5297
Mexican	5137
Latin (Cuban, Dominican, Puerto Rican, South & Central American)	4001
Bakery	3723
French	3560
Delicatessen	3023
Indian	2889
Asian	2709
Thai	2644
Pizza/Italian	2305
Spanish	2224
Irish	2157
Mediterranean	2145
Juice, Smoothies, Fruit Salads	2065
Korean	1890
Sandwiches	1877
Chicken	1619
Donuts	1439
Sandwiches/Salads/Mixed Buffet	1423
Seafood	1340
Hamburgers	1266
Jewish/Kosher	1195
Bagels/Pretzels	1080
Vegetarian	1061
Other	997
...	...
Soul Food	261

	CUISINE DESCRIPTION
Chinese/Cuban	231
Brazilian	186
Ethiopian	181
English	181
Filipino	171
German	166
Armenian	162
Moroccan	152
Pakistani	145
Bangladeshi	131
Hotdogs/Pretzels	118
Russian	114
Hotdogs	102
Californian	76
Scandinavian	62
Polish	55
Afghan	47
Creole	43
Iranian	43
Egyptian	41
Not Listed/Not Applicable	39
Fruits/Vegetables	37
Soups	36
Indonesian	33
Portuguese	27
Pancakes/Waffles	25
Southwestern	22
Nuts/Confectionary	9
Basque	7

80 rows × 1 columns

CUISINE DESCRIPTION
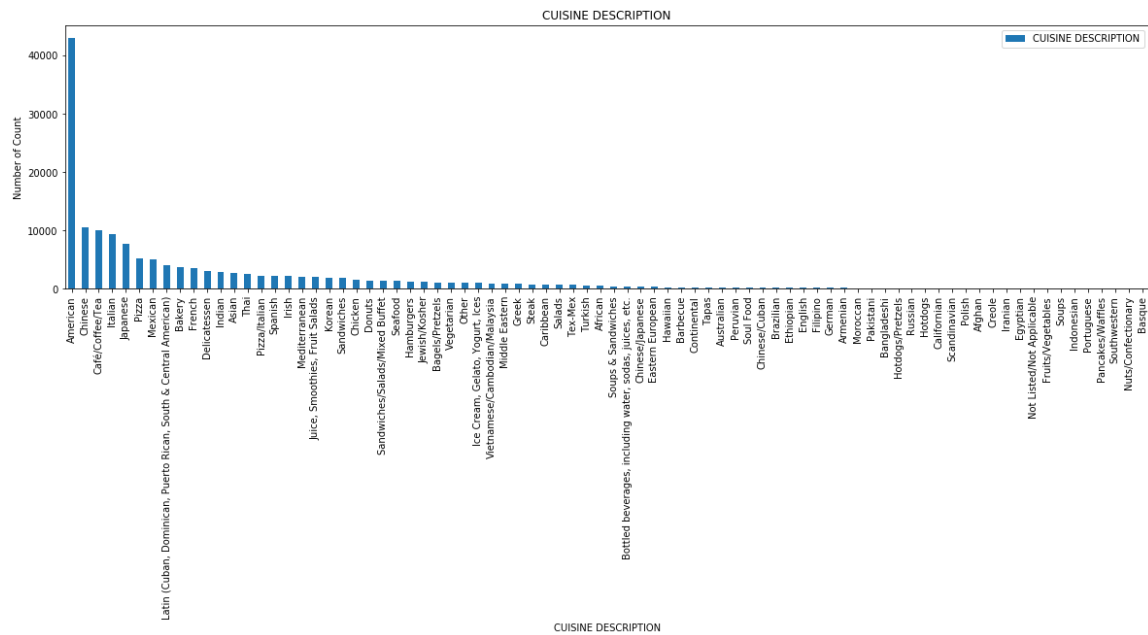
	STREET
BROADWAY	9204
2ND AVE	3678
1ST AVE	2909
2 AVENUE	2875
3RD AVE	2874
3 AVENUE	2300
LEXINGTON AVE	2266
1 AVENUE	2196
9TH AVE	2155
LEXINGTON AVENUE	2148
AMSTERDAM AVE	2130
9 AVENUE	2045
AMSTERDAM AVENUE	2025
8TH AVE	1928
8 AVENUE	1703
7 AVENUE	1303
MADISON AVE	1032
MADISON AVENUE	1030
AVENUE OF THE AMERICAS	998
7TH AVE	990
AVENUE A	957
10 AVENUE	905
5TH AVE	888
MOTT STREET	887
COLUMBUS AVE	882
BOWERY	839
WEST 46 STREET	801
SAINT NICHOLAS AVE	797
10TH AVE	795
COLUMBUS AVENUE	765
...	...
CEDAR ST	2
S 8 avenue	2
PLEASANT AVE	2

	STREET
STATE ST	2
TIMES SQUAREKIOSK BTW 43-44 ST	2
E 67TH ST	2
HIGH LINE PARK WEST 15TH STREET	1
BROADWAY BTWN 42ND-43RD ST	1
WASHINGTON SQ W	1
E 120TH ST	1
CLAREMONT AVE	1
CLAYTON RD	1
HIGHLINE PARK WEST 15TH STREET	1
7TH AVE SOUTH	1
GRESHAM ROAD	1
BROADWAY BETWEEN 42ND & 43RD ST	1
PENN STATION A	1
FOLEY SQ	1
TIMES SQUARE BTWN 42RD AND 44TH ST	1
BROADWAY PLAZA BET 42ND 43RD ST	1
HIGH LINE PK WEST 22ND ST	1
W 167TH ST	1
FORT WASHINGTON AVE	1
high line park west 30th street	1
CENTRAL RD	1
PACE PLZ	1
BROADWAY Plaza BTWN 46-47	1
7TH AVE @ 56TH STREET	1
PERRY ST	1
E 75TH ST	1

1214 rows × 1 columns

Restaurant in Steet

STREET

TIME WARNER CENTER 1
LEONARD ST 1
WEST 111 STREET 1
WEST 75 STREET 1
EAST 24 STREET 1
W. 13TH ST. (UNIT ONE) 1
EAST 13 STREET 1
W 49 ST 1
EAST 19 STREET 1
PIER 78 WEST 38 STREET 1
CORTLANDT STREET 1
PINE ST 1
EAST 15TH STREET 1
E 60TH ST 1
PIT LO 1
10 AVE 1
WEST 154 STREET 1
WEST 48 STREET STREET LEVEL 1
KING ST 1
BATTERY PARK 1
EAST 26 STREET 1
& GRAND CENTRAL 1
BROADWAY 1
RIVERSIDE DRIVE 1
NEW YORK PLAZA 1
W 75TH ST 1
EAST 75 STREET 1
W 203RD ST 1
E 73RD ST 1
CHARLTON STREET 1
PENN STATION 33RD STREET 1
EAST 55 STREET 1
MARKET STREET 1
WEST 33 STREET 1
BOWERY STREET 1
INSIDE CENTRAL PARK 1
EAST 125 STREET 1
EIGHTH AVE 1
N END AVE 1
EAST 8TH STREET 1
W 11TH ST 1
EAST 114 STREET 1
207 STREET 1
BROADWAY PLAZA 1
BEACH STREET 1
BARCLAY STREET 1
W 39TH STREET 1
WEST 132 STREET 1
1st Avenue 1
GOLD ST 1
WEST 184 STREET 1
EAST 46 STREET 1
RIVERSIDE BLVD 1
W 60TH ST 1
BOND ST 1
SOUTH WILLIAM STREET 1
BRYANT PARK KIOSK 2 1
WEST 45 STREET 1
E 89TH ST 1
WORLD TRADE CTR 1
EAST 69 STREET 1
EAST 71ST STREET 1
WHITEHALL STREET 1
WEST 59 STREET 1
WEST 14TH STREET 1
EAST 14TH STREET 1
W 51ST 1
Bayard St 1
LIBERTY PLZ 1
E 108TH ST 1
WARDS ISLAND/2FL 1
E 92ND ST 1
W 37 STREET 1
STUYVESANT OVAL 1
ACP JR BLVD 1
ST NICHOLAS AV 1
CATHEDRAL PKWY 1
East 42nd Street 1
WEST 67 STREET 1
W 8TH STREET 1
BEACH ST 1
WASHINGTON PLACE 1
E 17TH ST 1
E 99TH ST 1
WEST LOOP ROAD 1
ADAM CLAYTON POWELL JR BL 1
WEST 129 STREET 1
WEST 35TH ST 1
W 105TH ST 1
EAST 48 STREET 1
EAST 96 STREET 1
AVENUE OF AMERICAS 1
E 103RD ST 1
WEST 90 STREET 1
W 24TH ST 1
BLEECKER ST BSMT & 1/FL 1
EAST 11 STREET 1
WEST 57TH STREET 1
MORTON STREET 1
FASHION AVE 1
CENTRAL PARK W 1
THOMAS ST 1
WEST 39 STREET 1
WEST 63 STREET 1
GREENE ST 1
EAST 65TH ST 1
EAST 77H STREET 1
E 90TH ST 1
WEST 8TH STREET 1
WEST 12 STREET 1
GROVE ST 1
ST. MARKS PLACE 1
WEST 94th STREET 1
W 59TH ST 1
MORNINGSIDE DRIVE 1
ABINGDON SQ 1
EAST 93 STREET 1
E 121ST ST 1
EAST 1 STREET 1
E 109TH ST 1
THIRD AVE 1
E 76TH ST 1
11TH AVENUE 1
EAST 89 STREET 1
EAST 11 STREET 1
HOWARD STREET 1
KING STREET 1
WEST 120 STREET 1
WEST 155 STREET 1
HAMILTON PL 1
CLINTON STREET 1
W 57TH STREET 1
SAINT JAMES PL 1
WEST 22 STREET 1
BENNETT AVE 1
LITTLE WEST 12TH ST 1
FRDRCK DGLS BLVD 1
LIBERTY STREET 1
10TH AVE BET 24 & 25 ST 1
W 104TH ST 1
EAST 7 STREET 1
W 133RD ST 1
9th AVE 1
EAST 118 STREET 1
MACOMBS PL 1
E 64TH ST 1
MARKET ST 1
E 83RD ST 1
WEST 25TH STREET 1
WEST 143 STREET 1
WEST 65 ST 1
W 130 ST 1
TIMES SQUARE TOWER 1
EAST 86 STREET 1
ADAM CLAYTON POWELL JR B 1
EDGECOMBE AVE 1
E 98TH ST 1
12TH AVE 1
ROCKEFELLER CENTER PLAZA 1
E 88TH ST 1
WATERSIDE PLZ 1
10TH AVENUE 1
WEST 24 STREET 1
WEST 191 STREET 1
SUFFOLK ST 1
WEST 218 STREET 1
PIER 84 1
WEST 169TH STREET 1
W 177TH ST 1
EAST 90TH ST 1
2ND AVENUE 1
UNION SQ E 1
W 115TH ST 1
WEST THIRD STREET 1
E 60TH ST 1
NORFOLK ST 1
BEAVER ST 1
WEST 74 STREET 1
EAST 61 ST STREET 1
WEST 145 STREET 1
WEST 68 STREET 1
FREDRICK DOUGLAS BLVD 1
ST NICHOLAS AVE 1
EAST 43RD STREET 1
WEST 56 STREET 1
amsterdam ave 1
106 STREET & 5 AVENUE 1
1ST AVE #107 1
W 143RD ST 1
SAINT JOHNS LN 1
EAST 53 STREET 1
COLUMBUS CIR 1
FORSYTH STREET 1
EAST 55 STREET 1
CHELSEA PIERS - PIER 61 1
EAST 81 STREET 1
WEST 176 ST 1
EAST 60TH STREET 1
WEST 48TH STREET 1
ST. NICHOLAS AVE 1
ANN STREET 1
EAST 39 STREET 1
AC POWELL BOULEVARD 1
MAC DOUGAL STREET 1
FRDERICK DOUGLASS BOULEVARD 1
EAST 18 STREET 1
W 94TH ST 1
E 2ND ST 1
E 60TH STREET 1
W 79 STREET 1
OLIVER ST 1
W 42 STREET 1
EAST 29 STREET 1
NEW STREET 1
CENTRAL PARK WEST 1
EAST 15 STREET 1
W 12TH ST 1
PLATT ST 1
PARK ROW 1
WEST 45TH STREET 1
BLEECKER STREET 1
COLUMBUS AVE STORE #2 1
WEST 40 STREET 1
EAST 103 STREET 1
EIGHTH AVENUE 1
FREDRICK DOUGLAS BOULEVARD 1
EAST 51 STREET 1
W 120TH ST 1
W HENRY ST 1
WEST 104 STREET 1
W 214TH ST 1
AVE OF TH AMER 1
WEST 32 STREET 1
EAST 58TH STREET 1
E 35TH ST 1
lexington avenue 1
WEST 95 STREET 1
WEST 35TH STREET 1
VANDAM STREET 1
WEST 40TH STREET 1
EAST 70 STREET 1
AVE OF THE AMER 1
LEXINGTON AVENUE 1
W 43RD STREET 1
W 20TH ST 1
EAST 71 STREET 1
RUTGERS ST 1
W 83RD ST 1
RECTOR ST 1
W 92ND ST 1
E 72ST CENTRAL PK DRIVE NORTH 1
W 88TH ST 1
MARGARET CORBIN DR 1
WARREN ST 1
WEST 49 STREET 1
EAST 43 STREET 1
WEST 52 ND STREET 1
HAVEN AVE 1
PINE ST 1
BROADWAY AVE 1
SECOND AVE 1
W 55 STREET 1
west 34th st 1
NORFOLK STREET 1
WEST 116TH STREET 1
WEST 76 STREET 1
WEST 26 STREET 1
PENNSYLVANIA PLAZA 1
W 168TH ST 1
COMMERCE STREET 1
WASHINGTON SQUARE SOUTH 1
E 74TH ST 1
BATTERY PL 1
WORLD TRADE CENTER 1
EAST 72 STREET 1
W 70TH ST 1
INTREPID SQ 1
WEST 70 STREET 1
W 33 STREET 1
11th AVENUE 1

Street

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	name	categories	lat	lng
0	Manhatta	New American Restaurant	40.707654	-74.009138
1	Physique 57	Gym / Fitness Center	40.706844	-74.013014
2	One Medical	Doctor's Office	40.706204	-74.011712
3	Greenwich St Jewelers	Jewelry Store	40.708004	-74.012801
4	Equinox Wall Street	Gym	40.707273	-74.010543
5	Fearless Girl	Monument / Landmark	40.706772	-74.010963
6	Bluestone Lane	Café	40.706268	-74.011687
7	Neapolitan Express	Pizza Place	40.706908	-74.009685
8	The Capital Grille	American Restaurant	40.707903	-74.010086
9	Cipriani Wall Street	Event Space	40.706038	-74.009269
10	Crunch - FiDi	Gym / Fitness Center	40.708614	-74.010013
11	Delmonico's	Steakhouse	40.705153	-74.010551
12	Sam's Falafel	Food Truck	40.708744	-74.011458
13	Champs Gourmet Deli	Deli / Bodega	40.706470	-74.011559
14	9/11 Tribute Museum	Museum	40.707995	-74.013701
15	Tiffany & Co.	Jewelry Store	40.706525	-74.010226
16	Federal Hall National Memorial	Historic Site	40.707120	-74.010552
17	Black Fox Coffee Co.	Coffee Shop	40.706573	-74.008155
18	Luke's Lobster	Seafood Restaurant	40.704488	-74.010915
19	William Beaver House	Event Space	40.705217	-74.010045
20	Sophie's Cuban Cuisine	Cuban Restaurant	40.705424	-74.012299
21	La Colombe Torrefaction	Coffee Shop	40.705899	-74.008421
22	The Setai Spa Wall Street	Spa	40.706131	-74.011420
23	sweetgreen	Salad Place	40.705586	-74.008382
24	Rouge Tomate Cart	Food Truck	40.707390	-74.014345
25	Hermès	Accessories Store	40.706505	-74.010993
26	&pizza	Pizza Place	40.706615	-74.009943
27	Crossfit Wall Street	Gym	40.705544	-74.012139
28	Taim	Falafel Restaurant	40.707727	-74.008265
29	Reserve Cut	Steakhouse	40.706132	-74.011354

	name	categories	lat	lng
...	...	...	...	...
70	AKA Wall Street	Hotel	40.708030	-74.007850
71	Chipotle Mexican Grill	Mexican Restaurant	40.704888	-74.012846
72	Black Fox	Coffee Shop	40.703968	-74.011160
73	Il Gelato @ Eataly	Ice Cream Shop	40.709869	-74.011686
74	Dig Inn	American Restaurant	40.706106	-74.007290
75	Gregorys Coffee	Coffee Shop	40.706110	-74.012850
76	Periscope Coffee On Pearl Street	Food Truck	40.704691	-74.009301
77	For Five Coffee Roasters	Coffee Shop	40.709554	-74.010576
78	La Pasticceria di Eataly Downtown	Bakery	40.709890	-74.011598
79	The Lovelace Cocktail & Gin Bar	Cocktail Bar	40.703585	-74.010600
80	Zuccotti Park	Park	40.709259	-74.011245
81	Fraunces Tavern	Bar	40.703526	-74.011395
82	Louise Nevelson Plaza	Park	40.707680	-74.007965
83	Biryani House (Cart)	Food Truck	40.705050	-74.012313
84	George's New York	Diner	40.707895	-74.013500
85	The Cauldron	Bar	40.704354	-74.010356
86	Juice Press	Juice Bar	40.707281	-74.010204
87	Pure Liquid Wine & Spirits	Wine Shop	40.710083	-74.011791
88	Vintry Wine & Whiskey	Wine Bar	40.704419	-74.010257
89	JOE & THE JUICE	Juice Bar	40.705570	-74.008160
90	LOFT	Women's Store	40.704695	-74.013031
91	O'Hara's Restaurant & Pub	Pub	40.709894	-74.012836
92	Bluestone Lane	Café	40.704599	-74.008748
93	Blue Park Kitchen	American Restaurant	40.706503	-74.008077
94	SoulCycle FiDi	Cycle Studio	40.706904	-74.006717
95	Nish Nush	Falafel Restaurant	40.709418	-74.008056
96	Residence Inn by Marriott New York Downtown Ma...	Hotel	40.709605	-74.009827
97	Just Salad	Salad Place	40.703539	-74.011627
98	Bobby Van's	Steakhouse	40.706291	-74.011038
99	Giardino D'oro	Italian Restaurant	40.707548	-74.007249

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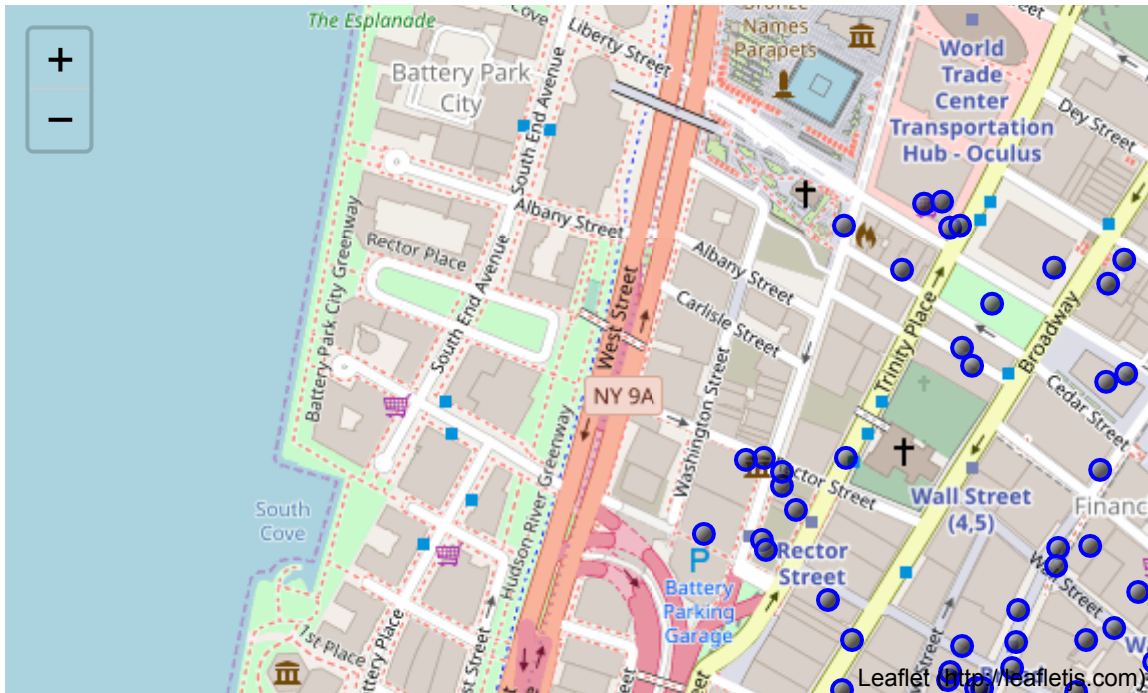
We now have the coordinates of centers (Wall Street) of neighborhoods/areas to be evaluated, equally spaced and within 400m from restaurant.

Investors want to open a fusion Chinese restaurant in Manhattan, New York City, so first I compare the data from the restaurant location, because for this project, choosing a place with fewer or no restaurants would be a good choice. The plan only tests the data I retrieved. I will use a formula to find out which community is suitable for a new restaurant. Let's search for each location in the main place listed by Foursquare. This table finds 100 places. This histogram highlights the proportion of each place. It is very uniform. For Manhattan, it is known to be in a logical view of Manhattan. We can already point us to one place instead of another.

	name	Area	Level	sqft	lat	lng
0	16 Maiden Ln	Financial District, New York City, NY	Floor Ground	1200	40.70927	-74.0115
1	141 Duane St	Tribeca, New York City, NY	Floor Ground	3300	40.71657	-74.0099
2	124 Chambers St	Tribeca, New York City, NY	Space	4800	40.71516	-74.0110
3	77 Warren St	Tribeca, New York City, NY	Space	5050	40.71503	-74.0126
4	291 Broadway	Financial District, New York City, NY	Space	1750	40.71492	-74.0083
5	45 Nassau St	Financial District, New York City, NY	Floor Lower Level	6050	40.70887	-74.0116
6	41 Nassau St	120 Broadway, New York, NY,	Floor Ground	1650	40.70879	-74.0116
7	Equitable Building	Financial District, New York City, NY	Space	16980	40.70851	-74.0131

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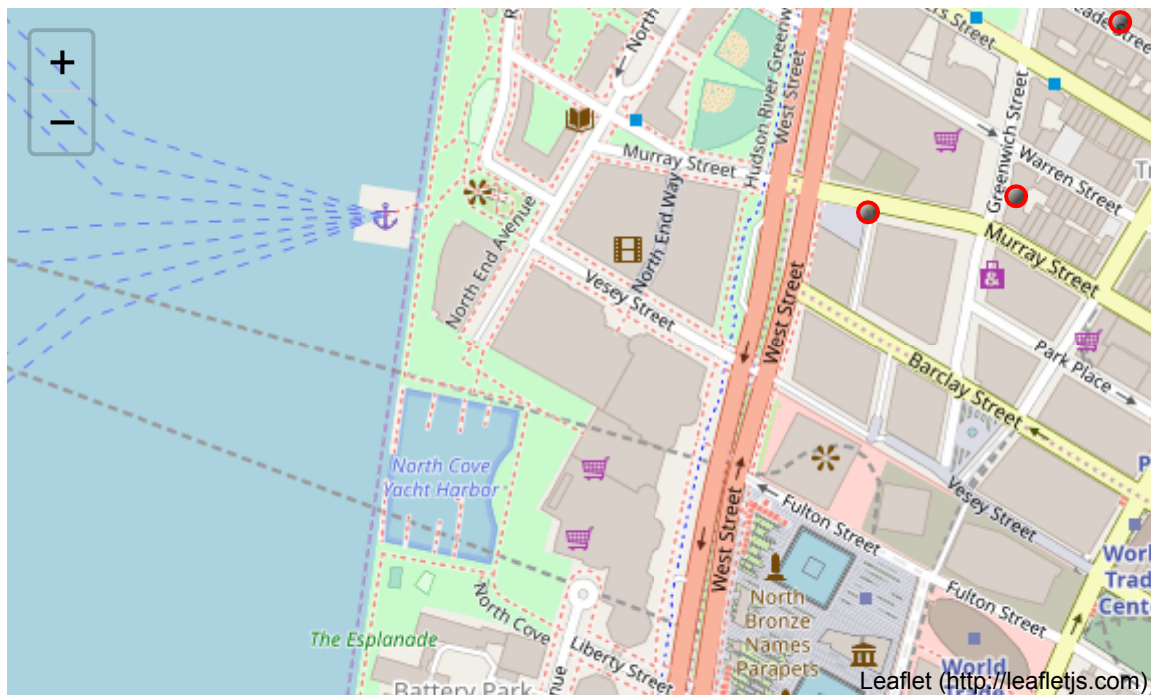
__Methodology:__

In this case, we finding much open fusion Chinese restaurant in Manhattan, New York City in Manhattan, Nw York City of area.

In this project, we will direct our efforts on detecting areas of Manhattan, New York City that have a Chinese restaurant. We will limit our analysis to area 400m.

In the first step we have collected the required data: location and type (category) of every restaurant within 400m from Manhattan (Wall Street). We have also identified the restaurant (according to Foursquare categorization).

The second step in our analysis will be calculation and exploration near Wall Street can open restaurant rental market and focus our attention on those areas.

In the third and final step, we will focus on most promising areas and within those create clusters of locations that meet some basic requirements established in discussion with stakeholders: we will take into consideration locations with no more than two Chinese restaurants, and we want locations near Wall Street. We will present the map of all such locations but also create clusters of those locations to identify general addresses which should be a starting point for final 'street-level' exploration and search for optimal venue location by stakeholders.

__Analysis:__

	name	Area	Level	sqft	lat	lng
0	16 Maiden Ln	Financial District, New York City, NY	Floor Ground	1200	40.70927	-74.0115
5	45 Nassau St	Financial District, New York City, NY	Floor Lower Level	6050	40.70887	-74.0116
6	41 Nassau St	120 Broadway, New York, NY,	Floor Ground	1650	40.70879	-74.0116
7	Equitable Building	Financial District, New York City, NY	Space	16980	40.70851	-74.0131

Let's perform some basic interpretive data analysis and get some extra information from the raw data. First let us calculate the number of restaurants in the Manhattan, New York City area to get results for more than 15,000 restaurants. We create a map and try to extract some meaningful information from it. In addition, let us display the 100 places in Manhattan, New York City on the map and mark them with blue dots. Our investors prefer to work for Wall Street, mainly for commercial dinners, so we are looking for a rental market near restaurants. We managed to find 8 places open in the rental market. We created a map and tried to Extract some meaningful information. And marked with a red dot. Let's perform some basic explanatory data analysis. We removed the distance from Wall Street = 141 Duane St, 124 Chambers St, 77 Warren St, 291 Broadway. After excluding the unwanted selections, and from the information in the original data let us know the area of these places such as : 16 Maiden Ln = 1200 sq ft , 45 Nassau St = 6050 sq ft, 41 Nassau St = 1650 sq ft , Equitable Building = 16980 sq ft. Finally, we consider that our investors are the main factor in commercial dinner service. Too big a supply is not available. So Equitable Building is not going to choose. Too few places to supply can not meet the needs of the restaurant. So 16 Maiden L and 41 Nassau St are not going to choose. We are able to find suitable investors in neighboring Wall Street, Manhattan, New York City under the constraints of market supply. The result is 45 Nassau St = 6050 sq ft

	name	Area	Level	sqft	lat	lng
5	45 Nassau St	Financial District, New York City, NY	Floor Lower Level	6050	40.70887	-74.0116

__Conclusion:__

Our analysis shows that although there are many early Chinese restaurants in Manhattan and New York City, there is no Chinese restaurant near Wall Street. Those location rentals candidates are then clustered to create a region of interest that contains the most candidate locations.

The result of all this is 2 areas, which contain the maximum number of potential Chinese restaurant locations based on the number and distance of existing venues. Of course, this does not mean that these areas are actually the best place for Chinese restaurants! The purpose of this analysis is to provide information only about the area near the Wall Street Center, but not to fill the existing Chinese restaurant. Therefore, the recommended area should only be considered as a starting point for a more detailed analysis, which may ultimately result in a location that not only has no nearby competition, but also considers other factors and satisfies all other relevant conditions.