

Capstone Project Battle of Neighborhoods

**Where is the proper location
in New York to open a
restaurant?**

Introduction

Using Data science analytics, location data and map of the area we help business to solve their problem to find a better place to open a new restaurant which turns out to be profitable to the clients.

- To answer this question we need data and information about the food chains and restaurants in the city of New York.
- For this data we collect it from the freely available datasets from the internet.



Collection

- Data

We collected the data from
NYU spatial data repository.
Foursquare location and venue data.

We collected the names of the neighborhoods and
communities present in the city with the help of the NYU
spatial data repository.

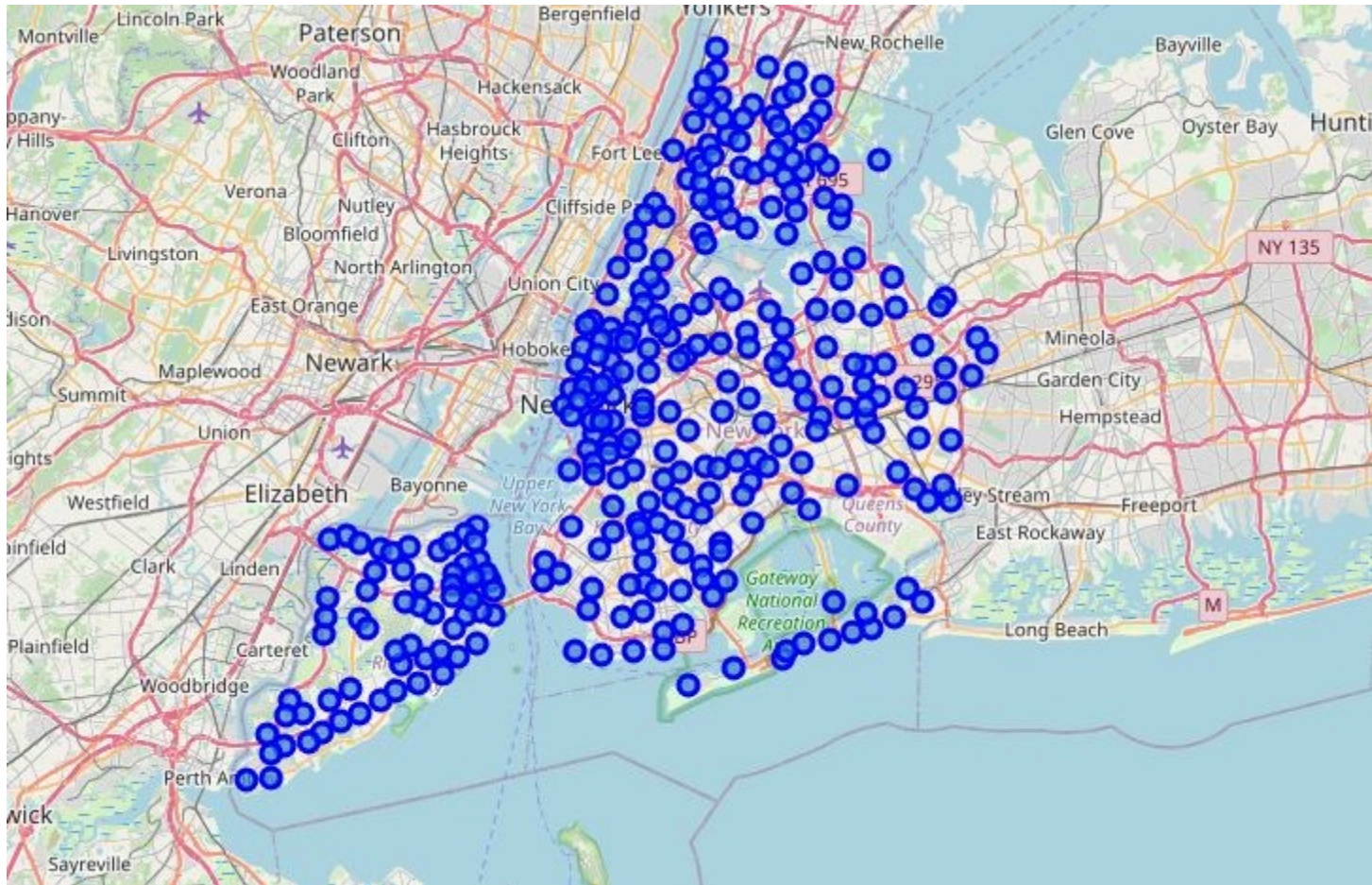
We collected the names of restaurants and venues all around
the city of New York with the help of the Foursquare location
data.

- With all the needed data collected we can proceed to the analysis part of the problem where find the best possible solution to the problem



Results

- Observing the 5 clusters we can say that the clusters 1, 3 and 4 are not the clusters we are searching for. There is no apparent benefit if any restaurant business is started in the areas which fall under the clusters 1, 3 and 4.
- Examining the clusters 2 and 5 we can easily say that this is the best place to open a restaurant.



Cluster map of New York

Conclusion

- On concluding we can say that the cluster 2 is the best option to open a restaurant business. Cluster 5 also satisfies the needs but the heavy competition, less public transport facilities make it less chosen option.
- The final decision is taken by the client based on their resources and choices.

