Desi(Indian/Pakistani) Restaurant Startup in New York or Washington

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Introduction

- An individual is looking to open up a desi (Indian/Pakistani) restaurant in USA and he has to chose between New York and Washington. The person would like to determine where the best location would be to open up a new Desi Restaurant. The determination will be made using the foursquare API.

- I will be using the foursquare API to explore the neighborhoods of both the cities, then i will be using explore function to get most common venue categories in both cities. I will group the neighborhoods into clusters by using the k- means clustering and at the end i shall use Follium Library to visualize the neighborhoods of both cities in form of cluster and determining the best location for the Desi Restaurant

By Wrangling the data we get the following Data for New York

Serial No	Postal Code	Counts
0	1001	2
1	1003	1
2	1004	4
3	1005	2
4	1006	1
5	1007	7
6	10010	1
7	10011	1
8	10013	3
9	10016	1
10	10017	1
11	10019	1

New York(Contd.)

Serial no	Postal Code	Counts
12	10022	3
13	10023	1
14	10034	1
15	10035	1
16	10036	1
17	10038	1
18	10128	1

By Wrangling the data we get the following Data for Washington

Serial	Postal Count	Counts
0	20001	4
1	20002	1
2	20003	4
3	20004	1
4	20005	2
5	20006	4
6	20007	2
7	20008	2
8	20010	1
9	20240	2
10	20560	2

Using Folium we get the visuals
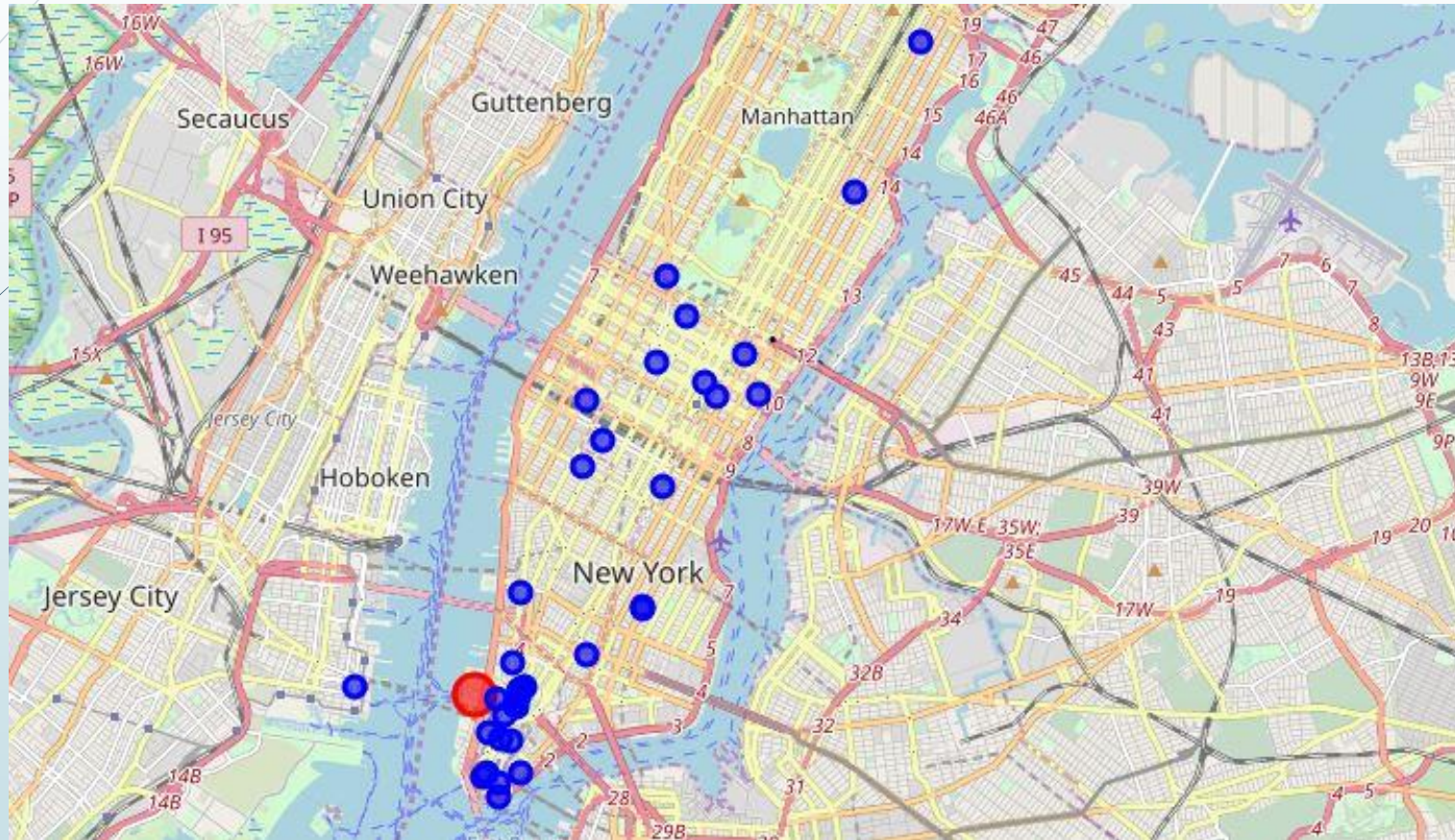
Modelling

- We apply clustering to our model and find that in Washinton area with postcode 20004 and in NY area with postcode 10006 are suitiable for Desi Resturant

Conclusion

- My conclusion of this project is that by applying K – means clustering we find that NY city is sutable place for a Desi Resturant Startup, though the no of restaurants is 37 but the population is also a major part in the same section.

- So we recommend to open restaurant in New York with postal code 10006