



ANALYSIS FOR A BEST LOCATION TO OPEN  
A JAPANESE RESTAURANT IN NEW YORK ,

# INTRODUCTION

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- We are TAMAKI ZANMAI SUSHI GROUP that provide Japanese cuisine and that get successfully deployed conveyor belt sushi restaurant chains in Japan. Now, we are planning to expand our business to United States, and we wish to open the first conveyor belt sushi restaurant in New York City.
- We are looking for the best location to open TAMAKI ZANMAI NEW YORK. In TAMAKI ZANMAI NEW YORK, we plans to provide Sushi, Tempra, Japanese noodles including ramen, and so on.

# FINDING GOOD LOCATION TO OPEN IS NECESSARY FOR TAMAKI ZANMAI

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- Making up almost one-fifth of New York's Michelin-star establishments, Japanese restaurants are now pillars of the city's world-famous dining scene. Namely, success a new Japanese Restaurant in New York City is very difficult, but it is very important for them to battle in New York City because they get people all over the world know their restaurant, and they can know their level with respect to world top restaurants.
- Therefore, building a restaurant opening strategy including a decision on a location for opening the restaurant gets very important for TAMAKI ZANMAI SUSHI GROUP

# GOOD LOCATION CONDITIONS

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- TAMAKI ZANMAI SUSHI GROUP is finding the location that meets following all conditions.
- (1) The location being within a neighborhood where family layer, our main target customer, many lives
- (2) The location not having nearby Japanese cuisine restaurants which have high ratings
- (3) The location faced on the street having high traffic volume

# DATA ACQUISITION AND CLEANING

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- **I. Neighborhood/Borough Boundaries (geojson)**

Neighborhood\_Boundaries.geojson: <https://data.cityofnewyork.us/City-Government/Neighborhood-Tabulation-Areas-NTA-/cpf4-rkhq>

Borough\_Boundaries.geojson: <https://data.cityofnewyork.us/City-Government/Borough-Boundaries/tqmj-j8zm>

- 2. Locations and Ratings of Japanese cuisine restaurants**

downloaded from <https://api.foursquare.com/> FourSquare

- 3. Traffic Volume Counts (2014-2018)**

Traffic\_Volume\_Counts\_2014-2018\_.csv: <https://data.cityofnewyork.us/Transportation/Traffic-Volume-Counts-2014-2018-/ertz-hr4r>

Note: This dataset is counted by streets. I have used the traffic counts at 11:00-13:00 (lunch time) and 18:00-20:00 (dinner time) of this data

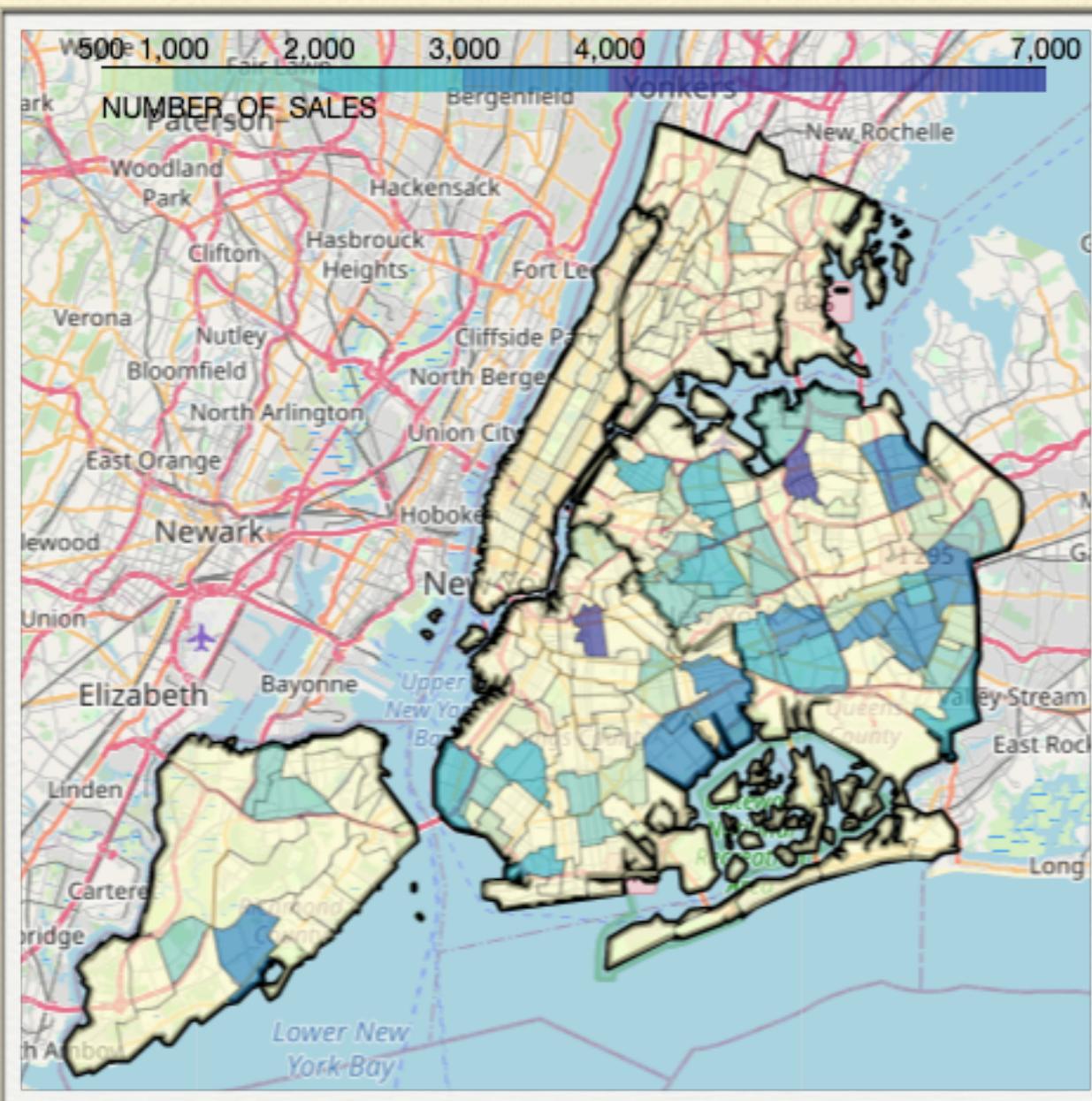
- 4. DOF: Summary of Neighborhood Sales by Neighborhood Citywide by Borough**

DOF\_Summary\_of\_Neighborhood\_Sales\_by\_Neighborhood\_Citywide\_by\_Borough.csv: <https://data.cityofnewyork.us/City-Government/DOF-Summary-of-Neighborhood-Sales-by-Neighborhood-/5ebm-myj7>

- AS FOR DETAILED CLEANING METHOD, PLEASE REFER TO NOTEBOOK.

# ANALYSIS WITH FOLIUM MAP

THE LOCATION BEING WITHIN A NEIGHBORHOOD WHERE OUR MAIN TARGET CUSTOMER, MUCH FAMILY LAYER LIVE

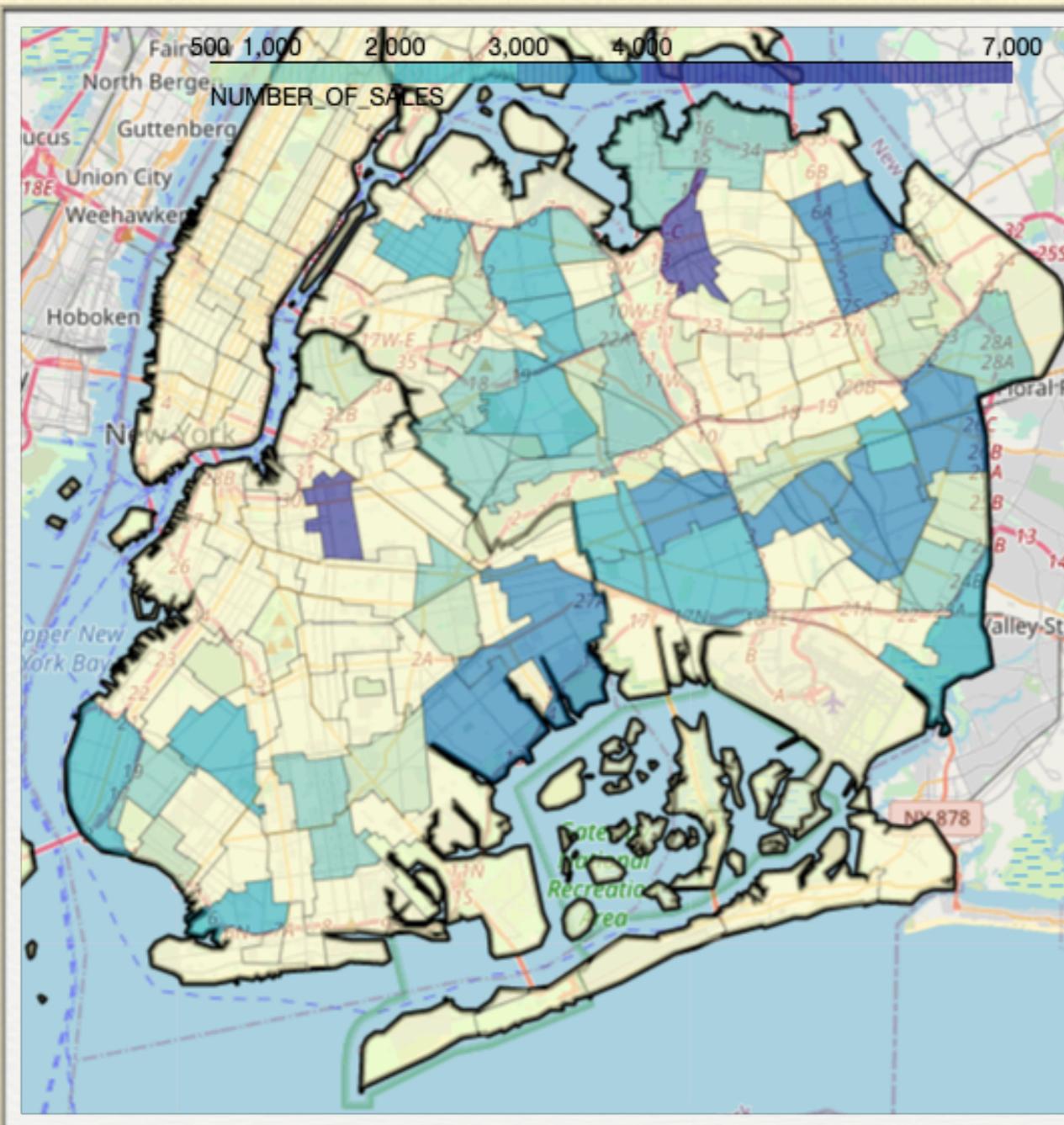


THE DISTRIBUTION OF HOUSE SALES NUMBER TO FAMILY LAYER IN 2010 IS SHOWN IN A LEFT FIGURE.

FROM THE LEFT FIGURE, WE CAN SEE THAT FAMILY LAYER LIVING IN MANHATTAN, BRONX AND STATEN ISLAND IS NOT SO MUCH, BUT **FAMILY LAYER LIVING IN QUEENS AND BROOKLYN IS MUCH.**

# ANALYSIS WITH FOLIUM MAP

THE LOCATION BEING WITHIN A NEIGHBORHOOD WHERE OUR MAIN TARGET CUSTOMER, MUCH FAMILY LAYER LIVE



ESPECIALLY, IN QUEENS AND BROOKLYN, WE CAN SEE THAT FAMILY LAYER IS INCREASING AT NEIGHBORHOODS INDICATED IN TABLE AND MAP. SPECIFICALLY, THE NEIGHBORHOODS ARE **FLUSHING, BEDFORD, BAYSIDE, EAST NEW YORK** AND SO ON.

NEIGHBORHOOD	NUMBER_OF_SALES	AREA_CODE
FLUSHING	6683.0	QN22
BEDFORD	4881.0	BK75
BAYSIDE-BAYSIDE HILLS	3859.0	QN46
EAST NEW YORK	3819.0	BK82
RICHMOND HILL	3748.0	QN54
ST. ALBANS	3671.0	QN08
GREAT KILLO	3648.0	QN54
CANARSIE	3294.0	BK50
QUEENS VILLAGE	3244.0	QN34
SOUTH JAMAICA	3227.0	QN01
SOUTH OZONE PARK	2915.0	QN55
BOROUGH PARK	2840.0	BK88
OZONE PARK	2643.0	QN56
BAY RIDGE	2409.0	BK31
HOLLIS	2396.0	QN07
ROSEDALE	2354.0	QN05
WOODHAVEN	2328.0	QN53
MIDDLE VILLAGE	2315.0	QN21

# ANALYSIS WITH FOLIUM MAP

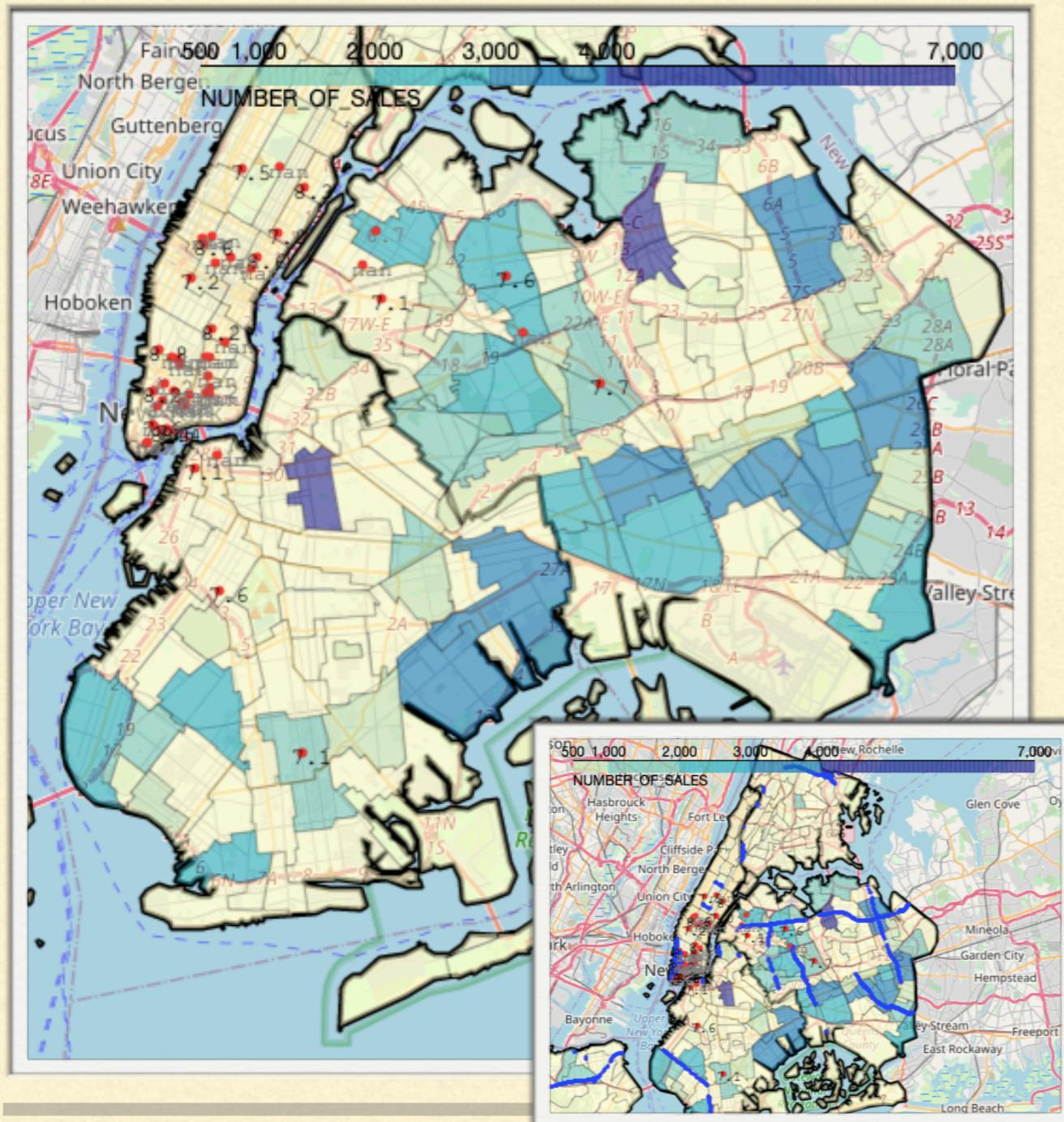
# THE LOCATION NOT HAVING NEARBY JAPANESE CUISINE RESTAURANTS WHICH HAVE HIGH RATINGS



- RED CIRCLES AND THEIR SUBSCRIPTS SHOW JAPANESE RESTAURANT'S LOCATIONS AND THEIR RATING.
  - IN MANHATTAN, JAPANESE RESTAURANTS WHICH HAVE HIGH RATINGS ARE MANY.
  - SPECIFICALLY, THE HIGH RATING JAPANESE RESTAURANTS CONCENTRATE AT SOUTH OF THE CENTRAL PARK.

# ANALYSIS WITH FOLIUM MAP

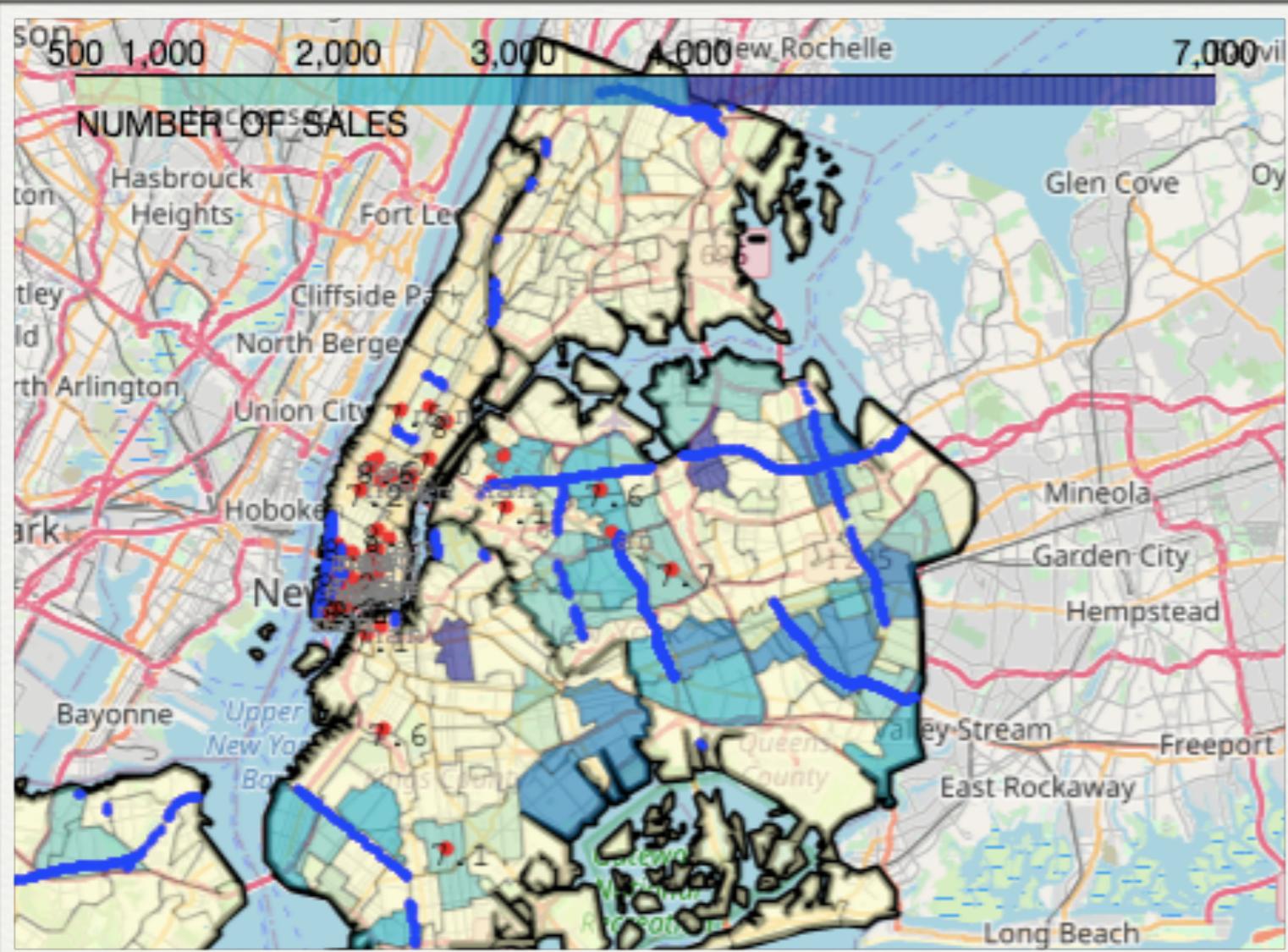
## THE LOCATION NOT HAVING NEARBY JAPANESE CUISINE RESTAURANTS WHICH HAVE HIGH RATINGS



- CONTRARY TO MANHATTAN, IN **QUEENS AND BROOKLYN**, JAPANESE RESTAURANTS WHICH HAVE HIGH RATINGS ARE NOT SO MANY.
  - MOREOVER, WHEN, REFERRING ROADS THAT HAVE HIGH TRAFFIC VALUES DURING LUNCH/DINNER TIME FROM RIGHT LOWER MAP, WE CAN SEE THAT THE ROADS IN SOUTH MANHATTAN DON'T DIRECTLY CONNECT TO THE ROADS IN QUEENS AND BROOKLYN.
- ACCORDINGLY, WE WILL FOCUS ON NOT MANHATTAN, BRONX AND STATEN ISLAND, BUT **QUEENS AND BROOKLYN**.

# ANALYSIS WITH FOLIUM MAP

## THE LOCATION FACED ON THE STREET HAVING HIGH TRAFFIC VOLUME



- BLUE LINES SHOW THE HIGH TRAFFIC ROADS (EXCLUDING EXPRESS WAY, BRIDGE AND SO ON) IN WHICH TOTAL TRAFFIC VOLUMES AT LUNCH TIME: 11:00-13:00 AND DINNER TIME: 18:00-20:00 ARE MUCH.

Roadway_Name	Trafficvolume_lunch_dinner_time
12 AVENUE	9191.0
EAST FORDHAM ROAD	7581.0
9 AVENUE	7525.0
WOODHAVEN BOULEVARD	7452.0
6 AVENUE	6806.0
WEST STREET	6783.0
5TH AVENUE	6772.0
COLUMBUS CIRCLE	6046.0
VARICK STREET	6027.0
VAN WYCK BOULEVARD EAST	5873.0
LEXINGTON AVENUE	5801.0
SOUTH CONDUIT AVENUE	5766.0
2 AVENUE	5604.0
COLUMBUS AVENUE	5491.0
2 AVENUE MAIN ROAD	5429.0

# ANALYSIS WITH FOLIUM MAP

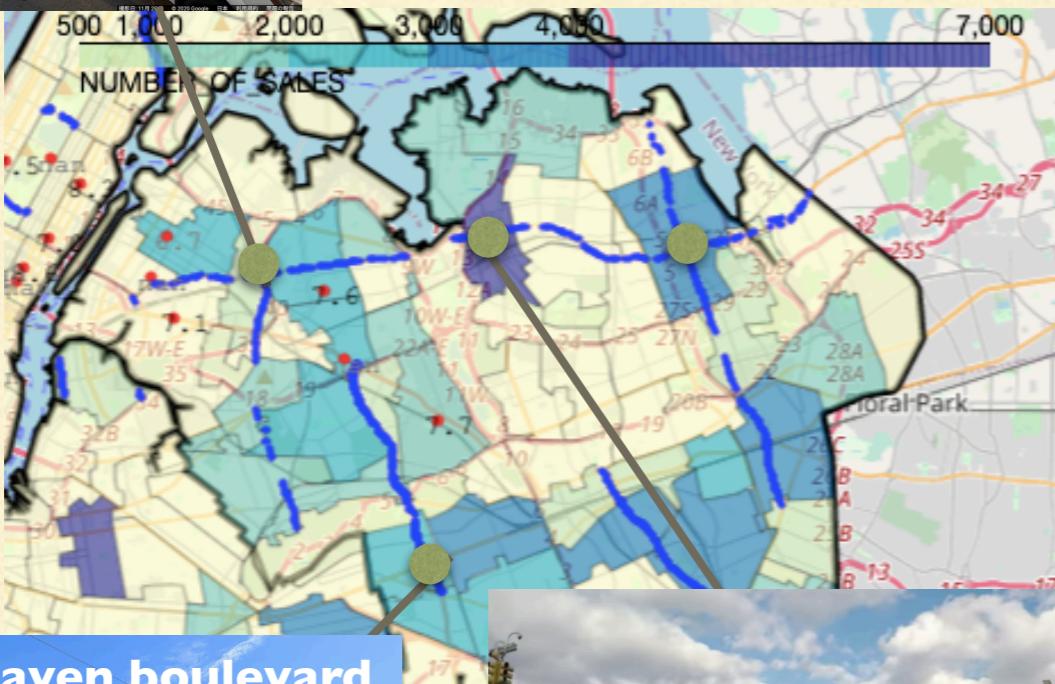
## THE LOCATION FACED ON THE STREET HAVING HIGH TRAFFIC VOLUME



- WE CAN SEE THAT SOME JAPANESE RESTAURANTS HAVE BEEN LAUNCHED AT AREAS WHERE MANY FAMILY LAYERS LIVE AND A HIGH TRAFFIC ROAD LIKE NORTHERN BOULEVARD (NY25A), WOOD-HEAVEN BOULEVARD GO THROUGH NEARBY IN QUEENS AND BROOKLYN HAVE BEEN EXISTED IN AREAS.

# ANALYSIS WITH FOLIUM MAP

## THE LOCATION FACED ON THE STREET HAVING HIGH TRAFFIC VOLUME



- HOWEVER, IN QUEENS AND BROOKLYN, THERE ARE LOCATIONS THAT JAPANESE RESTAURANTS ARE NOT, EVEN WHERE MANY FAMILY LAYERS LIVE AND A HIGH TRAFFIC ROAD.
- IN QUEENS, WE CAN DETERMINE, AS SUCH LOCATIONS, LOCATIONS BEING NEREBY:
  - (1) NORTHERN BOULEVARD IN FLUSHING;
  - (2) INTERSECTION OF NORTHERN BOULEVARD WITH 212TH STREET;
  - (3) INTERSECTION OF NORTHERN BOULEVARD WITH 35TH AVENUE; AND
  - (4) WOODHEAVEN BOULEVARD STATION

# ANALYSIS WITH FOLIUM MAP

THE LOCATION FACED ON THE STREET HAVING HIGH TRAFFIC VOLUME

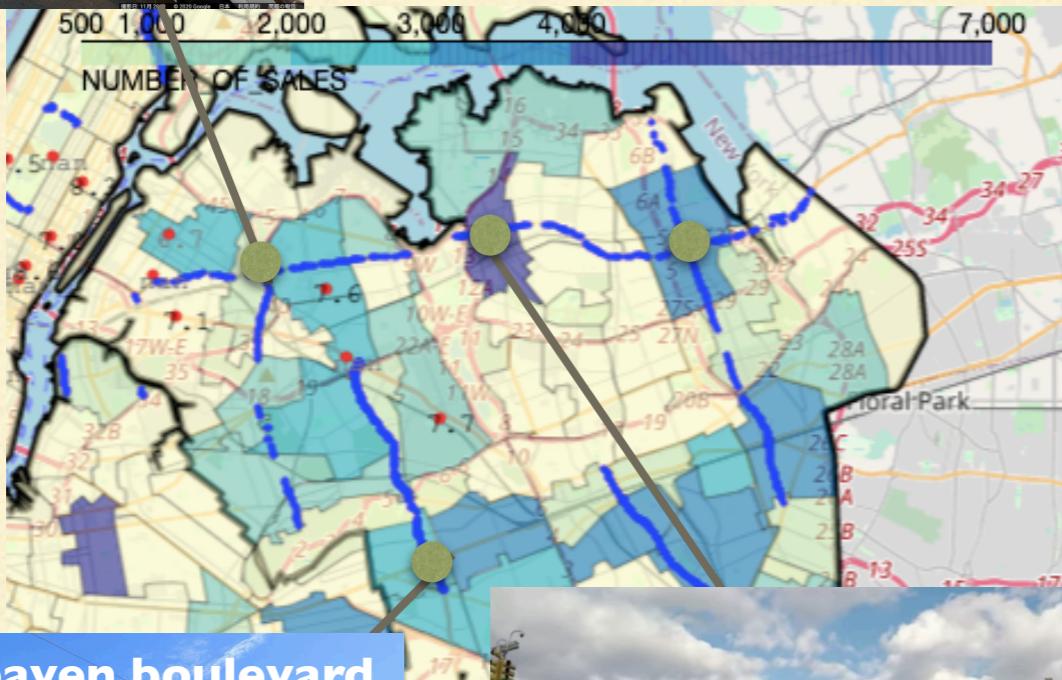


- IN BROOKLYN, WE CAN DETERMINE, AS SUCH LOCATIONS, A LOCATION BEING NEREBY:  
(5) INTERSECTION 65TH STREET,  
MACDONALD AVENUE AND AVENUE P
- HOWEVER, THE LOCATION (5) IN  
BROOKLYN IS INFERIOR TO THE  
LOCATIONS (1)-(4) IN QUEENS



(5) 65th street, Macdonald avenue and Avenue P

# CONCLUSION



- WE, TAMAKI ZANMAI SUSHI GROUP, SHOULD LAUNCH OUR FIRST RESTAURANT IN **QUEENS**.
- SPECIFICALLY, LOCATIONS NEREBY (1)-(4) CAN BE LISTED AS CANDIDATES:
  - (1) NORTHERN BOULEVARD IN FLUSHING;**
  - (2) INTERSECTION OF NORTHERN BOULEVARD WITH 212TH STREET;
  - (3) INTERSECTION OF NORTHERN BOULEVARD WITH 35TH AVENUE;
  - AND
  - (4) WOODHEAVEN BOULEVARD STATION

# FEATURE DIRECTION

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- WE, TAMAKI ZANMAI SUSHI GROUP, SHOULD CONDUCT A LOCAL SURVEY OF THE CANDIDATE LOCATIONS TO ESTIMATE THE MONTHLY PROFIT AND COST USING MACHINE LEARNING
- WE SHOULD DETERMINE A BEST LOCATION AMONG THE LOCATIONS USING THE MACHINE LEARNING DATA ABOVE, AND IF WE HAVE MADE SURE THAT LAUNCHING OUR RESTAURANT AT THE BEST LOCATION IS BENEFICIAL, WE PUT AHEAD ITS LOANCH PROJECT.

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THANK YOU

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