

COURSERA
IBM APPLIED CAPSTONE PROJECT

Opening a New African Restaurant in Brooklyn, New York.

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INTRODUCTION

Because food is universal, it provides a commonality for people to prepare, eat and enjoy food with friends and partners. The entire experience can be the highlight of someone's day or week.

One of the main benefits of a restaurant is that it provides good food to people in the community at a reasonable cost. Also, they contribute to the local economy and culture. Many towns and cities build their nightlife and culture centers around a particular location, and a thriving restaurant scene helps contribute mightily to those centers for the people to gather.

There are approximately 2.6 million Africans living in New York. This means there should be an avenue to cater for them. Having an African restaurant in that district will help the lives of those Africans and also the community at large.

BUSINESS PROBLEM

This project is to find the most suitable location to open an African restaurant in New York. It is important to consider competitiveness and the optimal location to open an African restaurant in Brooklyn, New York. An important factor is to make sure there are too many African restaurants in that vicinity as it can stifle the new business. The question will be posed as such- where can I open an African restaurant in Brooklyn, New York??

TARGET AUDIENCE

This project is aimed at individuals looking to open a restaurant in Brooklyn. It will help discover suitable locations and assist in making optimal decisions.

DATA

What will be needed for this project will be :

- Longitude and latitude of neighborhoods in Brooklyn, New York.
- List of neighborhoods in Brooklyn, New York.
- Venue data that are in close proximity to African Restaurants. This will aid in the search for locations with suitable restaurants to open African Restaurants.

HOW TO GET THE DATA

- Using the CSV file provided by coursera which contains longitude and latitude of several locations and neighborhoods in New York.
- Getting the longitude and latitude of these locations via the Geocoder package in Python.
- Using foursquare API to extract venue data and neighborhoods that are related to those locations.