Coursera - Capstone Project

The Battle of Neighborhoods

Sanjiv Tomar

Introduction/Business Problem

New York is the most populous city in the United States and quite famous for the business and tourism. People do visit NY from different part of the world and enjoy different types of cuisine while their stay in New York. In order to offer different varieties of food, Mr. X is looking for to open a 'Caribbean Restaurant' in New York. There are 5 boroughs in NY, Mr. X is unsure as where to open the restaurant. His requirements for opening the restaurant are:

-        As part of the business strategy, the area should be famous for different varieties of food.
-        There should be more Caribbean Restaurants in the neighborhood so that Mr. X can give good competition to other restaurants.

The goal of the analytic solution is to explore all 5 boroughs in New York and help Mr. X in finding the most appropriate place to open the 'Caribbean Restaurant' which should meet the above conditions.

Data Section/Requirements

1.   **Foursquare API**: Foursquare location data is the key data requirement for solving this problem as this will help in exploring different boroughs in New York and understanding people choices of different varieties of food.

2.   **NY Boroughs and Zip Codes**: The Zip codes for all 5 boroughs will be scraped from NYC health website: https://www.health.ny.gov/statistics/cancer/registry/appendix/neighborhoods.htm. This will be the base data for exploring each ZIP code of all boroughs.

3.   **Geospatial data:** Geographical coordinates (latitude & longitude) to be pulled from publicly shared data available at http://cocl.us/Geospatial_data