

OPENING A CHINESE RESTAURANT IN NEW YORK

BUSINESS PROBLEM

- New York City has long been one of the most sought-after places to open a restaurant. More and more restaurant owners are setting up shop, therefore location of the restaurant is one of the most important factors that will determine the success of the business;
- **Objective**: to analyze the data and find an optimal location for a restaurant;
- The project aims to answer the question: *if someone is looking for a place to open a new Chinese restaurant in New York, where would he/she take as a recommendation?*

DATA

- **Required data:**
 - Map of New York, boroughs boundaries;
 - Coordinates of the boroughs, the center of NY;
 - Data related to restaurants in NY
- **Sources:**
 - NYC Open Data;
 - LocationIQ API;
 - Foursquare API

METHODOLOGY

- Get coordinates using LocationIQ API;
- Using Foursquare API to get data, then generate the venue data;
- Performing clustering on the data using k-Means clustering;
- Visualizing the data in heat maps using Folium



RESULTS AND DISCUSSION

- **Results:**
 - 15 zones containing largest number of potential new restaurant locations;
 - South-west Brooklyn and north-east Queens are the recommended areas
- **Discussion:**
 - This does not imply that those zones are actually optimal locations for a new restaurant
 - Recommended zones should be considered only as ***a starting point*** for more detailed analysis which could eventually result in location which has not only no nearby competition but also other factors taken into account and all other relevant conditions met.

CONCLUSION

- **Answered the question:** identified general boroughs that justify further analysis (**Brooklyn** and **Queens**);
- Final decision on optimal restaurant location will be made by stakeholders based on specific characteristics of neighborhoods and locations in every recommended zone

