

# Opening a new Vietnamese restaurant in New York City

**Coursera Capstone Project**

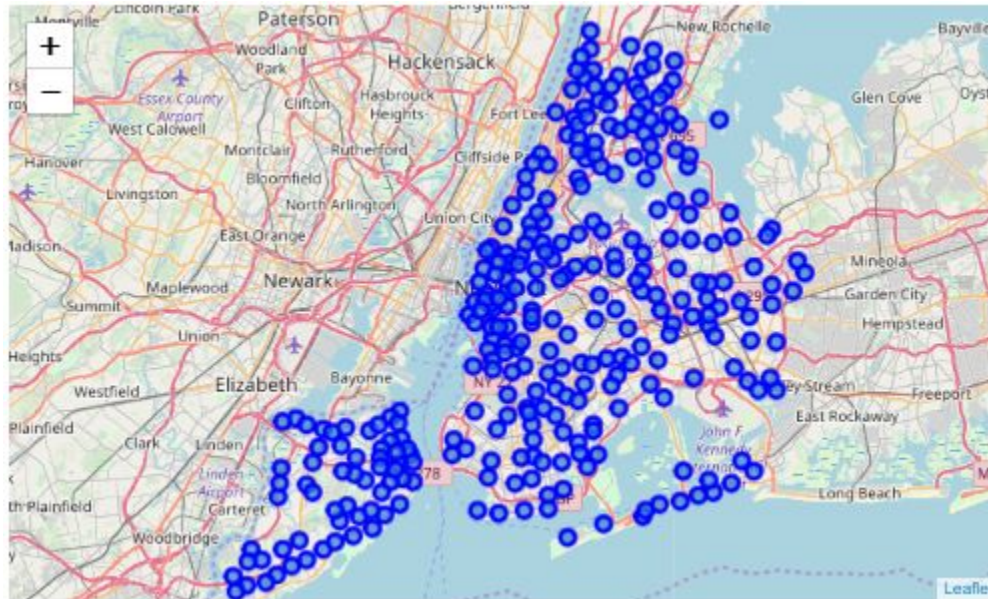
# Introduction/ Business problem

- Mr. X wants to open a new Vietnamese restaurant in New York City



# Data

- Neighborhoods in New York City: 5 boroughs & 306 neighborhoods



# Methodology

- A dataframe with names of boroughs, neighborhoods, their corresponding latitudes & longitudes
- Get the number of restaurants of the number of Vietnamese restaurants out of top 100 venues in each neighborhoods by utilizing Foursquare API
- Visualize results by matplotlib and folium map

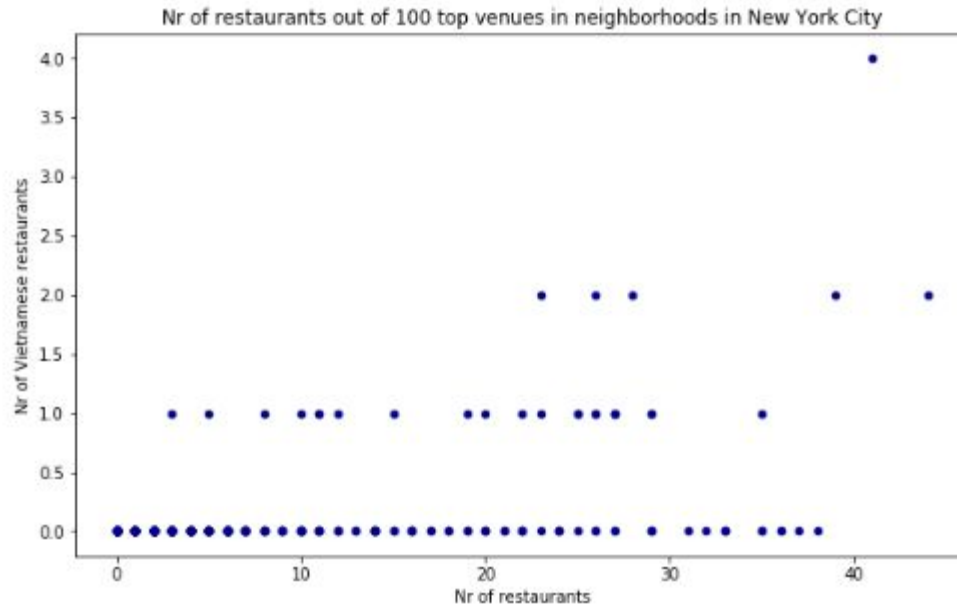
# Results & Discussions

**Figure: Basic statistic for the number of restaurants out of top 100 venues in 306 neighborhoods in New York City**

	Neighborhood Latitude	Neighborhood Longitude	Nr of restaurants	Nr of Vietnamese restaurants
count	306.000000	306.000000	306.000000	306.000000
mean	40.701362	-73.946254	8.562092	0.117647
std	0.097498	0.121202	9.908983	0.419854
min	40.505334	-74.246569	0.000000	0.000000
25%	40.617778	-74.000082	2.000000	0.000000
50%	40.702969	-73.932009	4.000000	0.000000
75%	40.766645	-73.857525	11.750000	0.000000
max	40.908543	-73.708847	44.000000	4.000000

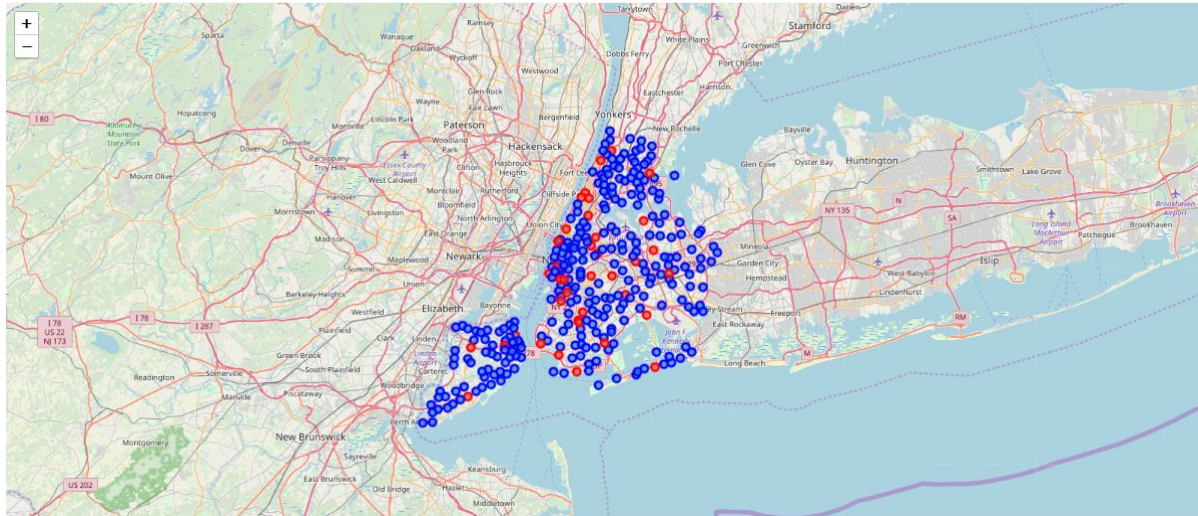
# Results & Discussions

**Figure: Scatter plot of the number of restaurants out of top 100 venues in neighborhoods in New York City**



# Results & Discussions

**Figure: The map of New York City with neighborhoods superimposed on top. The red markers highlight the recommended neighborhoods where the owner should open his new restaurant**





# Conclusion

