

Opening a new Vietnamese restaurant in New York City

Course: Capstone Project - Data Science Specialization

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Introduction/ Business problem

Asian cuisines recently become more and more popular in the States. Considering it as a business opportunity, Mr X., who owns a very famous Vietnamese restaurant in Washington DC, wants to open a new branch in New York City. However, he does not know in which neighborhood the restaurant would gain the most attention from customers and face the least competition from other restaurants. Therefore, I, as a data science student, would like to help him to find out the best neighborhood for his business by conducting an analysis using methods that I have learned throughout the course.

Data

There are 5 boroughs and 306 neighborhoods in New York City. For this project, a dataset that contains the 5 boroughs and the neighborhoods that exist in each borough as well as the the latitude and longitude coordinates of each neighborhood, is used (here is the link to the dataset (https://geo.nyu.edu/catalog/nyu_2451_34572))

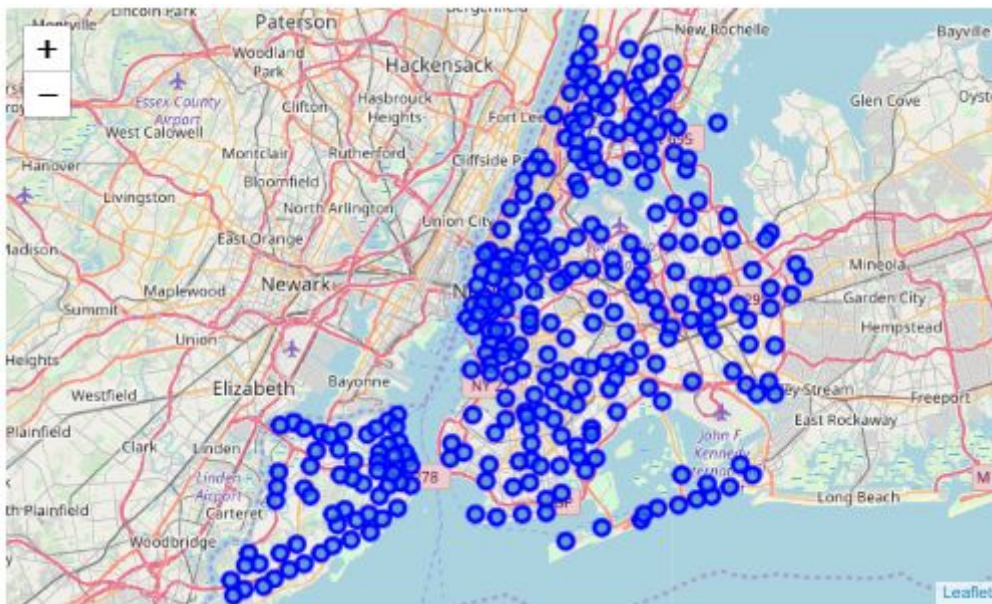


Figure 1: The map of New York City with neighborhoods superimposed on top

Then the Foursquare API is utilized to explore and segment the neighborhoods based on the density of existing Vietnamese restaurants in each neighborhood.

Methodology

Results

Discussion

Conclusion