

Opening a Traditional Chinese Restaurant in New York City

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by V Badri



Coursera Capstone

IBM Applied Data Science Capstone Project

The Battle of the Neighborhoods

Business Problem

Main objective of this project is to analyze available data and help **ABC** to establish to open a new Chinese Restaurant in New York based on the insights provided by the outcome of this project using various Data Science techniques. This will be further used by management and present it to the investors to earn their backing

Data

Neighborhood Data :

Covers all the New York Borough and Neighborhoods data

Geographical Data :

Covers all the co-ordinate data which is used to plot maps

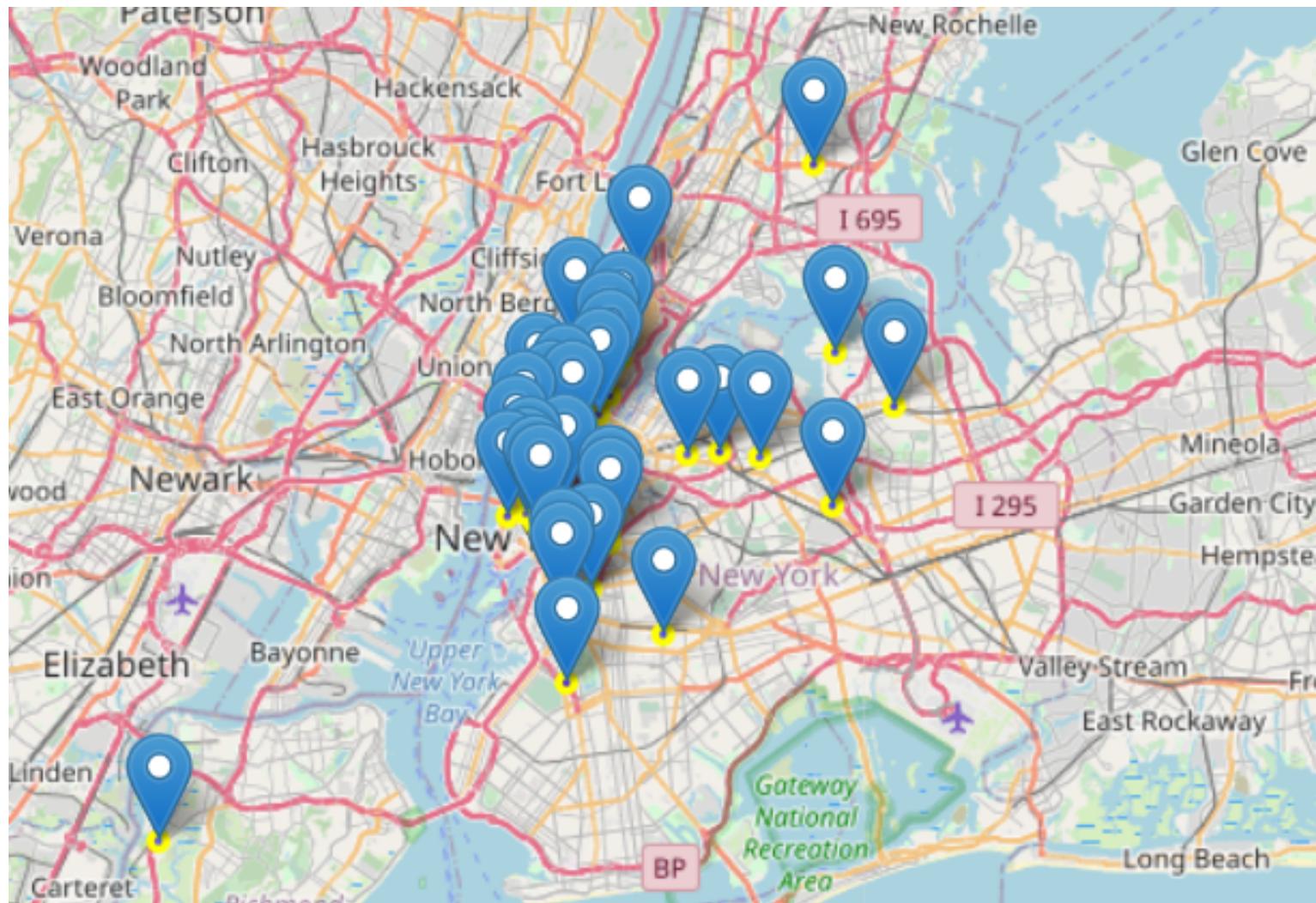
Venue Data :

Data related to restaurants that exist in New York

Methodologies

- Data will be extracted from https://cocl.us/new_york_dataset will be cleaned before storing into a dataframe
- FourSquare API will be used to locate all the NY City venues and then Chinese restaurants will be filtered out into the dataframe
- Rankings will be provided by sorting out the data
- The extracted data will be graphically represented, maps will be plotted using the given co-ordinates

Results



- Although Queens has highest neighborhoods, Manhattan leads the highest number of Chinese restaurants when compared to other Boroughs
- Manhattan holds the highest average rating restaurants as well with huge difference from Queens & Brooklyn
- All the China Town Chinese restaurants have ratings greater than 7.9
- Kings County Imperial has highest ratings but based on the likes and tips, I think its fairly new one
- Buddakan restaurant from Chelsea has highest likes, tips and would also consider it as the best because of its rating too (8.8)

Discussion

Based on the analysis and infographs;

- Manhattan, Queens, Brooklyn would suit best for starting a new restaurantwith soem caveats
- Manhattan, especially China town neighborhood might require heavy investment because of the locality, competition and promotion factors, ROI takes longer than expected
- Queen or Brooklyn may require little less investment, especially locality wise, if standards are upto the China Town restaurants then ROI would be really quick turn around

Conclusion

With the help of the provided info, ABC should be able to make a decision and let their investors/stake holder know how the decision has been made

Before concluding this, I would like to say as these results are completely data driven, the results we have are completely subjective to the credibility of the data we currently have, if we have some more data available via different sources, with more FourSquare calls (premium)

- Thanks for giving the opportunity