Opening a Traditional Chinese Restaurant in New York City

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Coursera Capstone

IBM Applied Data Science Capstone Project

The Battle of the Neighborhoods

Introduction & Business Problem

The New York City, is one of the most populous cities in the United States, which is also ethnically diverse and is the financial capital of USA. It is the largest city in USA with long history of international migration. Being business friendly it has become the centre for banking & finance, tourism, food industry, retail, real estate, news media, legal services, insurance, transportation, fashion and arts in the USA. It also provides homes for 8.7 million people (2020) accounting close to 38% of total population of New York state.

It is evident that any business is highly competetive, establishing a new business is also requires huge capital as it is highly developed city. The project we are looking into explores all the possible options available for opening a Traditional Chinese restaurant by our company ABC restaurant chain, as this will be their first chinese restaurant for them and they have many questions that need be answered. The insight provided by this analysis will help in understanding the competetion they currently have, where they can target and eventually have best ROI.

Business Problem Description

Whole point of restautant is to serve food and drink to consumers in return for money, as it is evident that City of New York is already famous for excellent food culture and wide range of international cuisines influenced by its immigration history.

The problem ABC are facing is they don't have all the information/insights and data about existing restaurants available in hand to choose the best place to start their inagural Chinese restaurant and also want to satisfy the investors by showing the insights and have their full backing to proceed further.

The main objective of this project is to analyse and understand the data of existing restaurants, explore to find the best place to open the restautant, the insights provided by our analysis should help the investor to make the decision easily.

Target Audience

Investors of ABC Restaurant Chain, management of the chain has recruited a Data Science Team in order to locate and recommend the best neighborhood of New York city to start their inagural Chinese Restaurant and in turn they can put it to the investors, make them understand how quick they can turn the ROI.