

Capstone project

- ❖ Opening a Vietnamese restaurant in Manhattan
- ❖ Author: Dinh-Long Vu



Project description

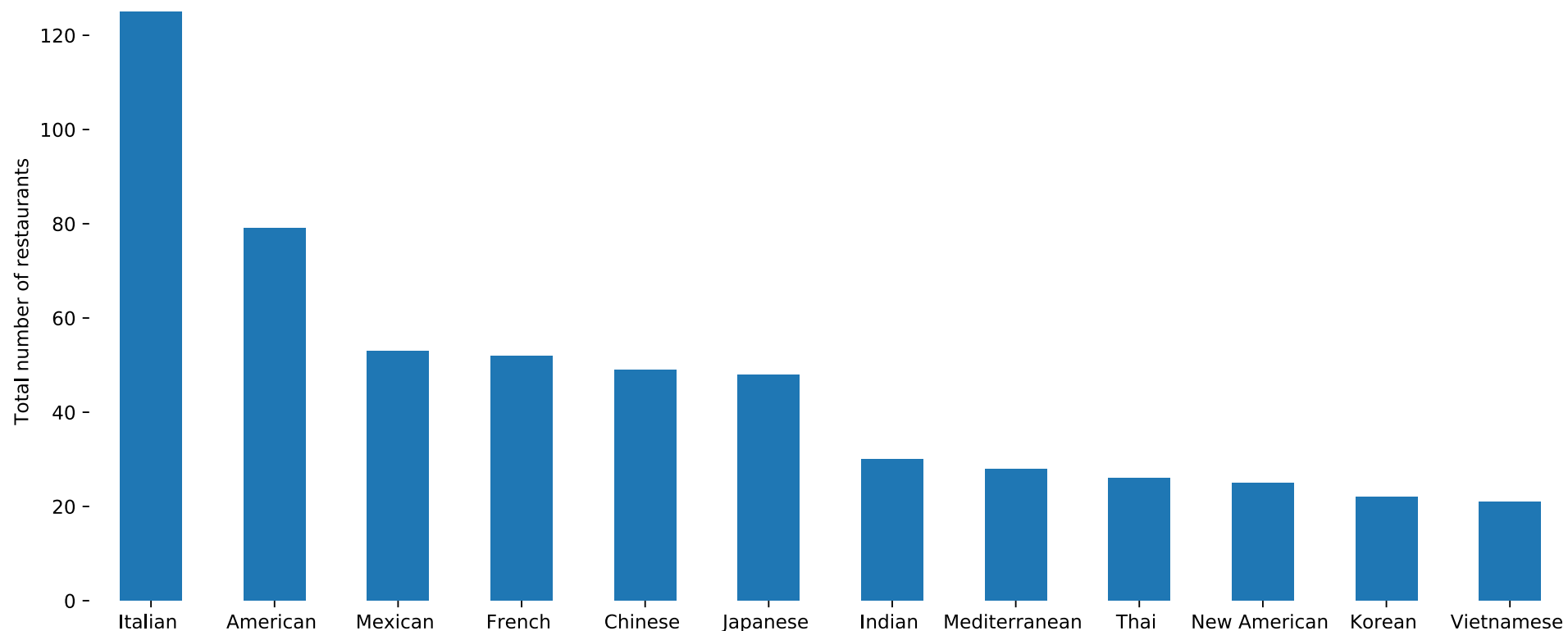
- ❖ We want to help investors find the best place in Manhattan to open a new Vietnamese restaurant
- ❖ Manhattan attracts a large number of tourists and a well-placed restaurant brings a lot of money
- ❖ Vietnamese cuisine is healthy, tasty and appreciated by many people
- ❖ There are only a small amount of Vietnamese restaurants in Manhattan. A new one is much needed

Methods

- ❖ We choose neighborhoods with a large number of restaurants. These neighborhoods are well-known to local people and tourists alike
- ❖ We want our new restaurant to be the first Vietnamese restaurant in the neighborhood
- ❖ We look for a neighborhood with popular i.e. highly-rated venues

Data analysis and results

There are only 21 Vietnamese restaurants in the total of 919 restaurants in Manhattan. We can clearly see the need to open a new Vietnamese restaurant

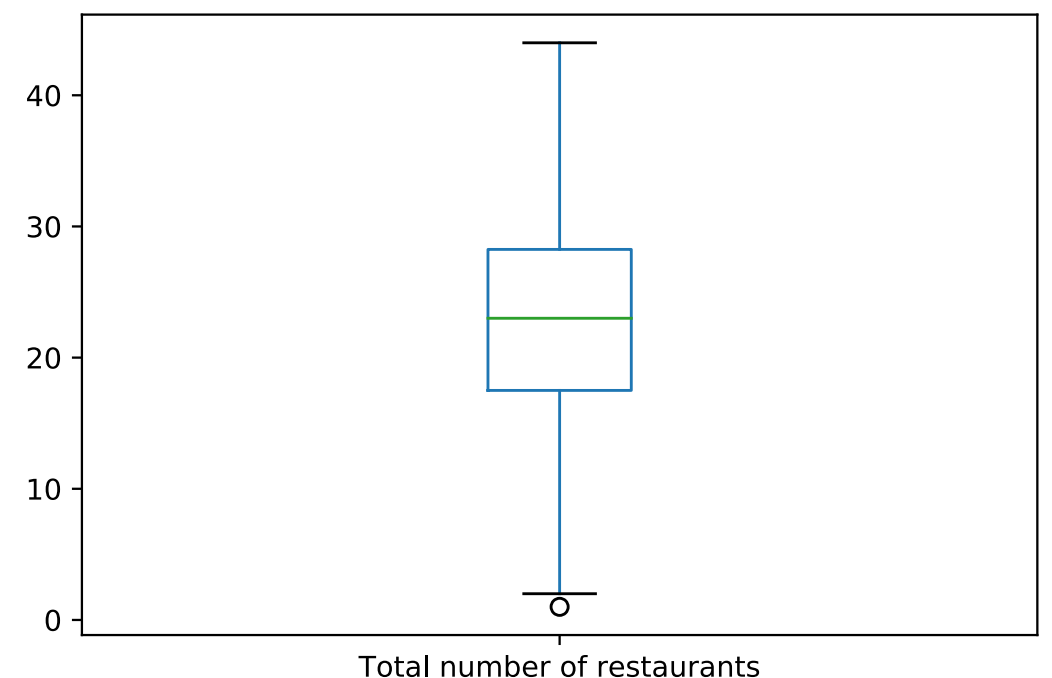


Determining restaurant-friendly neighborhoods

On average, each neighborhood has around 23 restaurants

Chinatown has the largest number of restaurants of 44 while Stuyvesant Town has only 1 restaurant

After removing neighborhoods with lower than average number of restaurants, we are left with 20 restaurant-friendly neighborhoods

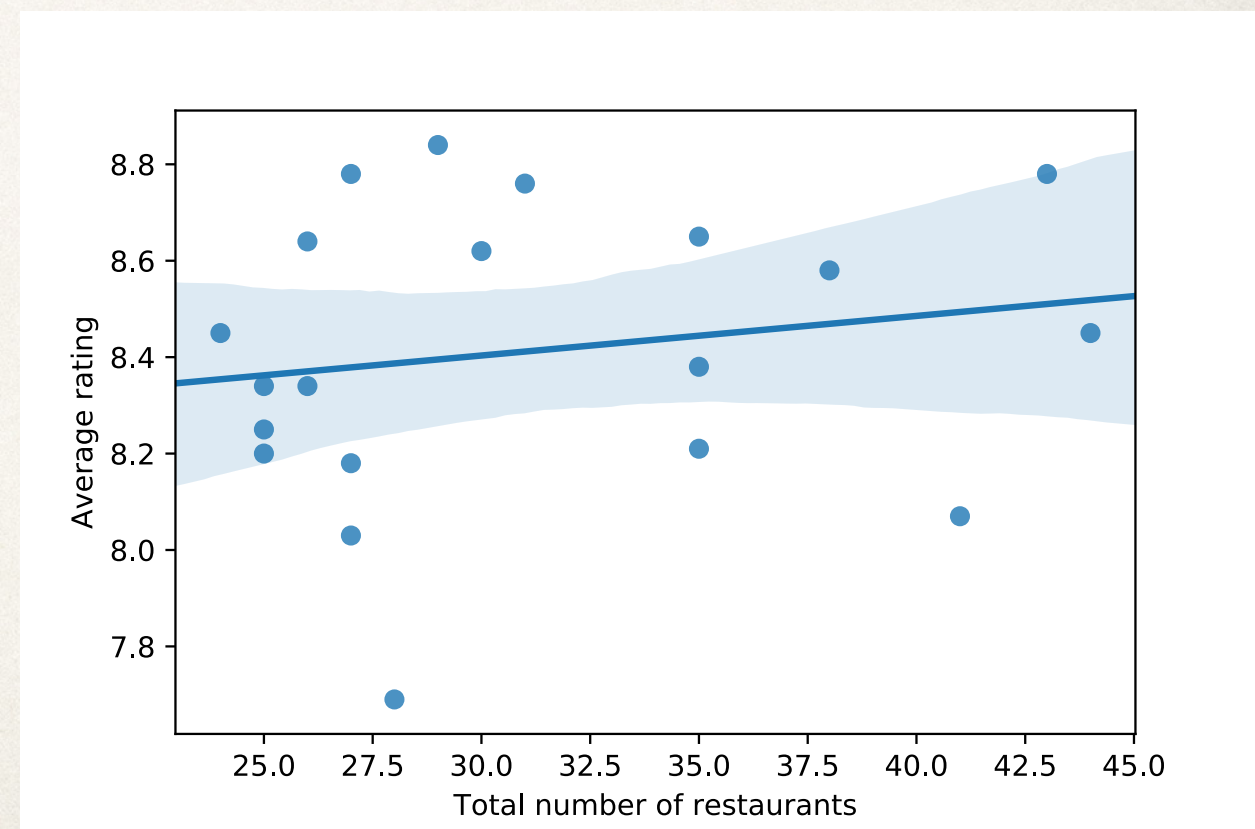


Correlation between the number of restaurants and venues rating?

We compute the average rating of the venues in each neighborhood

Flatiron is the highest-rated neighborhood with an average venues rating of 8.84 while Tudor city is the lowest-rated: 7.69

We find no correlation between the total number of restaurants in a neighborhood and its average venues rating. This shows that our choice of data is pertinent



Battle of neighborhoods

There are 6 neighborhoods that satisfy three criteria:

- There is currently no Vietnamese restaurant
- Having higher than average number of restaurants per neighborhood
- Having higher than average venues rating

We see that West Village, Noho and Flatiron are clearly better than the rest: they have high number of restaurants and good venues rating. We need to compare them further

Neighborhoods	Number of Viet restaurants	Total number of restaurants	Average venues rating
Midtown South	0	30	8.62
West Village	0	35	8.65
Noho	0	31	8.76
Flatiron	0	28	8.84
Civic Center	0	24	8.45
Chelsea	0	26	8.64

The most popular venues in each neighborhood

West Village

Rank	Venue	Frequency
1	Italian restaurant	0.1
2	New American restaurant	0.06
3	Cocktail bar	0.04
4	Cosmetic shop	0.04
5	American restaurant	0.04

Noho

Rank	Venue	Frequency
1	Italian restaurant	0.05
2	French restaurant	0.05
3	Cocktail bar	0.04
4	Art gallery	0.04
5	Gift shop	0.04

Flatiron

Rank	Venue	Frequency
1	Yoga studio	0.04
2	Cafe	0.04
3	Japanese restaurant	0.04
4	Spa	0.04
5	Clothing store	0.04

The winner!

- ❖ We see that four of five most popular venues in West Village are restaurant / bar
- ❖ West Village has many restaurants (35) and no Vietnamese restaurant yet
- ❖ Its venues are very highly-rated with an average of 8.65
- ❖ We therefore choose West Village to place our new restaurant in

Thank you for your attention!