

Capstone Project

The Battle of Neighborhoods (Week 1)

1 Description of the problem

The purpose of this project is to answer the following question: *where is the best place to open a new Vietnamese restaurant in Manhattan?*

This project aims at helping investors in the bar/restaurant domain. Our project is of great interest for them for many reasons:

- Manhattan is one of the biggest tourist attractions in the world. Needless to say, owning a well-positioned restaurant would bring a great financial gain for the investors.
- Vietnamese cuisine is one of the most highly appreciated cuisines in the world. It is healthy, easy to eat and easy to make. A good Vietnamese restaurant will keep customers coming anytime around the year.
- The number of Vietnamese restaurants in Manhattan is relatively small compared to that of other cuisines, for instance Italian, Mexican,... As a consequent it is rather easy for a new Vietnamese restaurant to attract attention.

In order to answer the above question, we need to collect the data of other Vietnamese restaurants in the area. In particular we will look at their position and rating from Foursquare api in order to decide the best neighborhood to put our new restaurant. We discuss the process of data collection and data analysis in the next section