

Where to open a Japanese restaurant in New York



Business Problem

- A client wants to open a Japanese restaurant in NYC
- The client is worring about high competition in NYC
- Before opening his restraunt, he needs recommendation where he should open his restaurant
- The recommendation should be data visualized with data analysis



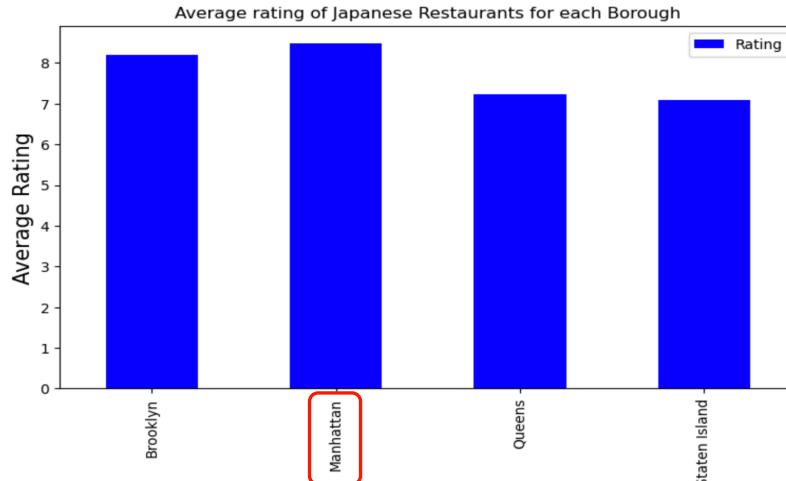
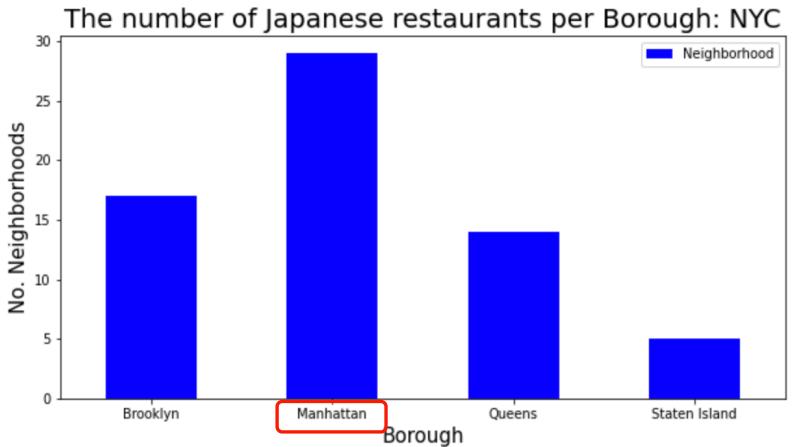
Data required

- New York City data containing neighborhoods and boroughs
- Latitude and longitude to coordinate their neighborhoods. These are required to plot map and venue data
- Venue data related with restaurants. It tells us potential competitors and synergy effects.
- Review of Japanese restaurant in NYC

The following data set is used for visualization and analysis

https://cocl.us/new_york_dataset

Results



- Manhattan has the highest number of Japanese restaurants
- The review of Japanese restaurant in Manhattan is the best

Conclusion



Manhattan is advantageous to open a Japanese restaurants because of the following two points

- A new Japanese restaurant doesn't need any marketing efforts thanks to good review.
- There are many potential clients who want to eat Japanese restrants as a result of synergy effect of their high concentration.

A client should open his Japanese restaurant in Manhattan