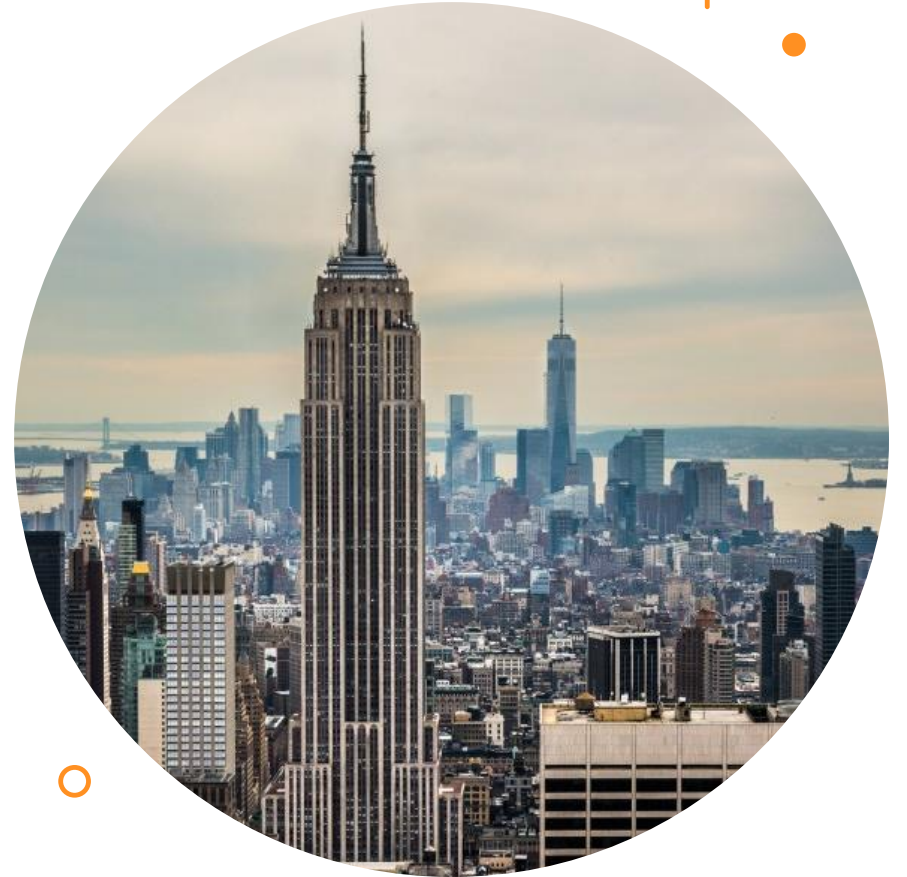




ANALYSIS FOR BEST PLACE TO START A NEW RESTAURANT IN NEW YORK

Introduction

- For optimal selection of location for a new restaurant we will use a data driven approach.
- The data required will be:
 1. How New York is divided into different segments.
 2. Population density of the areas.
 3. Competitors.
 4. Choices of people in a particular area.



Boroughs of New York

- The Bronx
- Queens
- Brooklyn
- Manhattan
- Staten Islands



Food choices in Boroughs

New York City



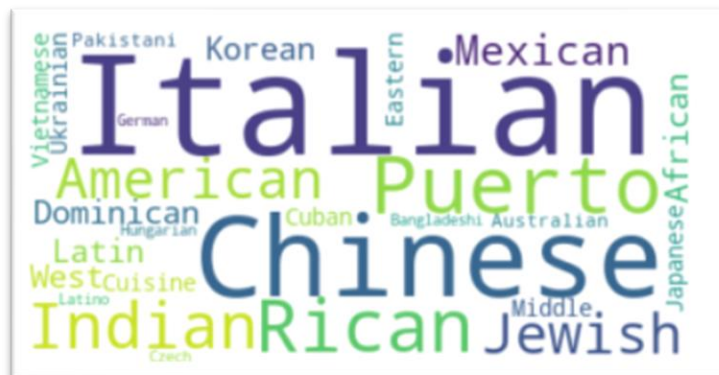
The Bronx



Queens



Manhattan



Staten Island



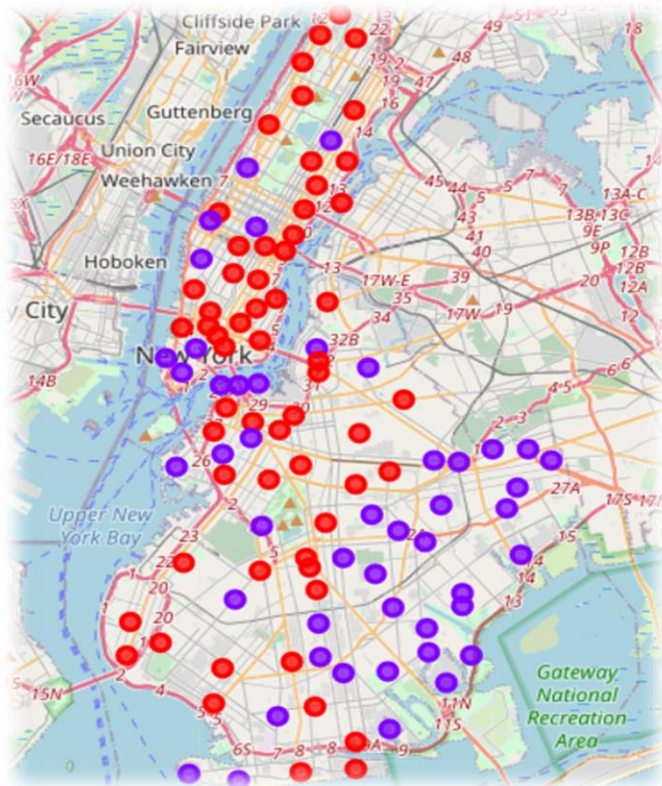
Brooklyn



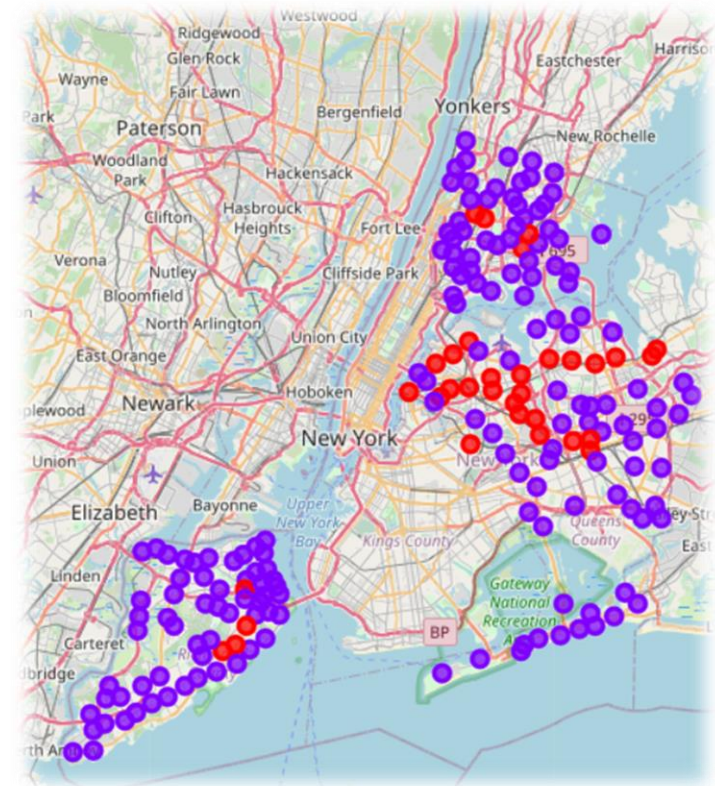
Clustering, K-means

The clusters show the similarities in menu among the restaurants

Group A:
Brooklyn and Manhattan



Group B:
The Bronx, Queens & Staten Islands



Results

Top 10 areas with most restaurants

No.	Borough	Neighborhood	Total
1	Queens	Elmhurst	53
2	Queens	Jackson Heights	50
3	Queens	Murray Hills	45
4	Queens	Flushing	44
5	Queens	Woodside	43
6	Queens	Sunnyside	39
7	Brooklyn	Central Park	39
8	Queens	Ravenswood	37
9	Manhattan	Central Harlem	36
10	Brooklyn	Prospect Park	36

Areas with least or no restaurants

No.	Borough	Neighborhood	Total
1	Staten Island	Todt Hill	0
2	The Bronx	Clason Point	0
3	Staten Island	Bloomfield	0
4	Staten Island	Rossville	0
5	Staten Island	Butler Manore	0
6	Staten Island	Port Ivory	0
7	Queens	Breezy point	1
8	Staten Island	Howland Hook	1
9	Queens	Bayswater	1
10	Queens	Roxbury	1

Discussion and Conclusion

- Discussion

Queens has the area of high competition restaurants whereas some areas of Staten Island are not having single restaurant.

Conclusion:

A brief analysis about the existing restaurants is obtained. The cuisines liked by people in the boroughs are analyzed.