



Explore Japanese Restaurant In NYC

Capstone Project



Introduction

This final project explores the best locations for Japanese restaurants throughout the city of New York. In particular, the location of the restaurant is one of the most important factors that will affect whether it will have success or a failure.



Business Problem

Objective:

- analyze and select the best locations in NYC to open a new Japanese restaurant.
- answer “What location would be optimal if to open a new Japanese restaurant in NYC?”



Data Description and Methodology

- New York City data containing the neighborhoods and boroughs.
 - Latitude and longitude coordinates of those neighborhoods.
 - Venue data, particularly about restaurants.
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- Data will be collected from https://cocl.us/new_york_dataset
 - FourSquare is used to locate all venues and then filtered by Japanese restaurants. Ratings, tips, and likes etc.
 - Data will be sorted based on rankings.
 - Data will be visualized using appropriate tools.

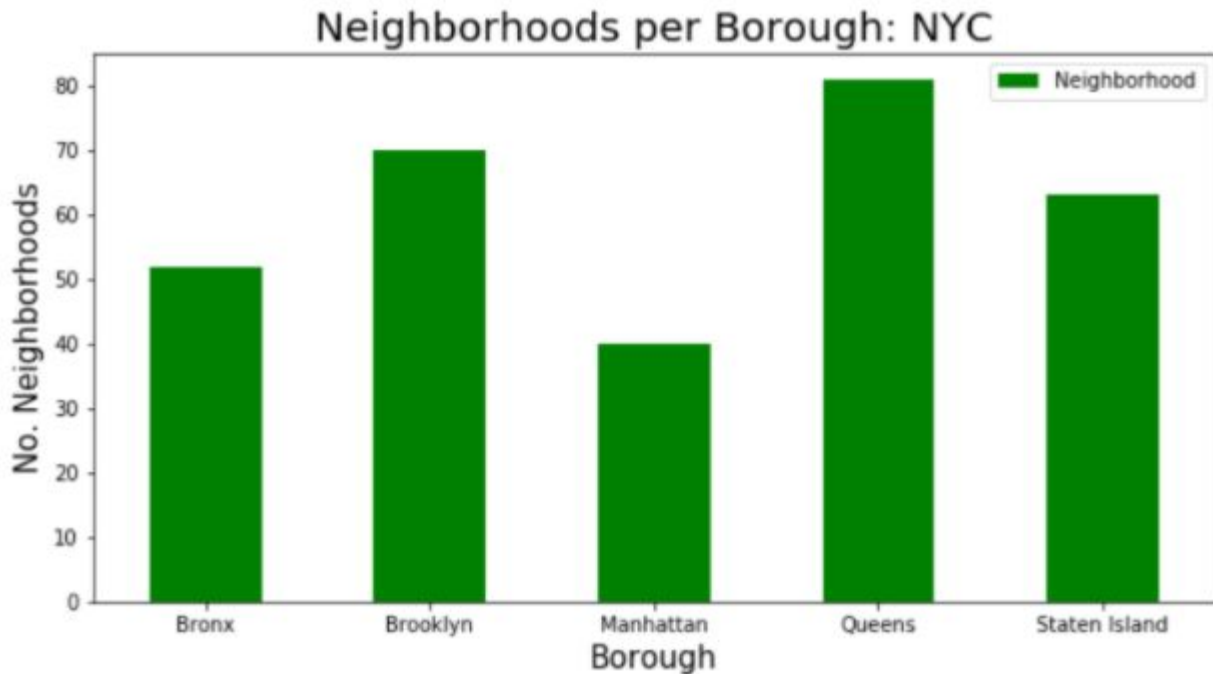
Result

- 306 neighborhoods in NYC
- Manhattan has the lowest number of neighborhoods.
- Queens has the highest number

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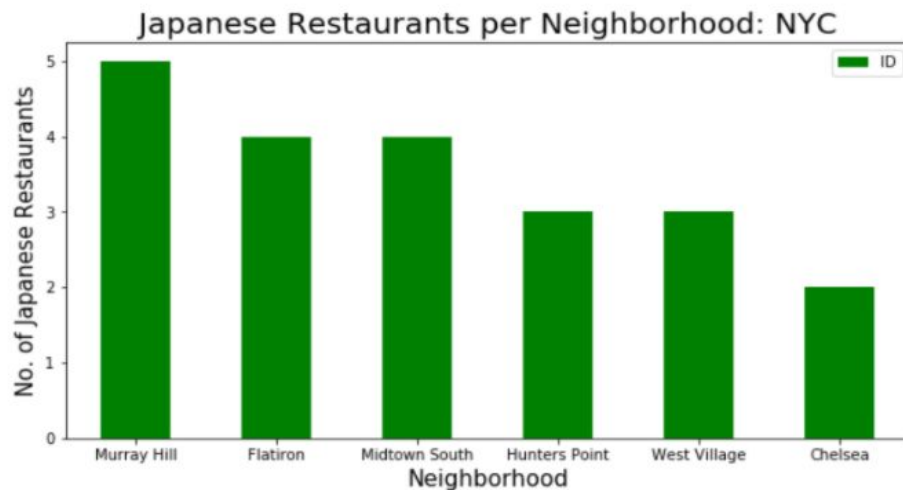
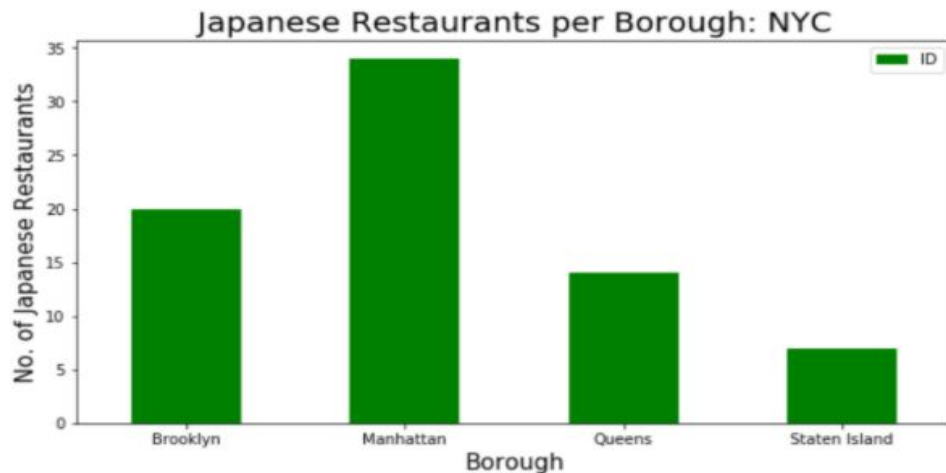
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In [5]: ny_data.shape
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Out[5]: (306, 4)
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Result

- Manhattan has the most number of Japanese restaurants in NYC - highest density
- Murray Hill has most Japanese Restaurants per neighborhood.



Result

- Manhattan has the highest average rating for Japanese restaurants
- Brooklyn is the second best rated



Discussion & Conclusion

- Manhattan and Brooklyn have the best rated Japanese restaurants on average.
 - Despite Manhattan having the least number of neighborhoods in all five boroughs, it has the most number of Japanese restaurants.
 - Manhattan and Brooklyn are the best locations for Japanese cuisine in NYC.
 - Due to COVID-19, lack of customer but also lower initial investment required (rent, etc.)
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- In the project we have gone through the process from identifying the business problem to providing a recommendation.
 - Question “What location would be optimal if to open a new Japanese restaurant in NYC?” is answered.
 - The findings will help the speculative investor make decisions

However, all of the above analysis depends on the accuracy of Four Square data and is just for the purpose of this project. This analysis should not be used for a real business consultation purpose. A more comprehensive analysis is needed in a practical business environment.





Thanks!

