



FINDING RELAXATION IN THE CITY

Predicting the Best Neighborhoods in New York City to Open a New Spa

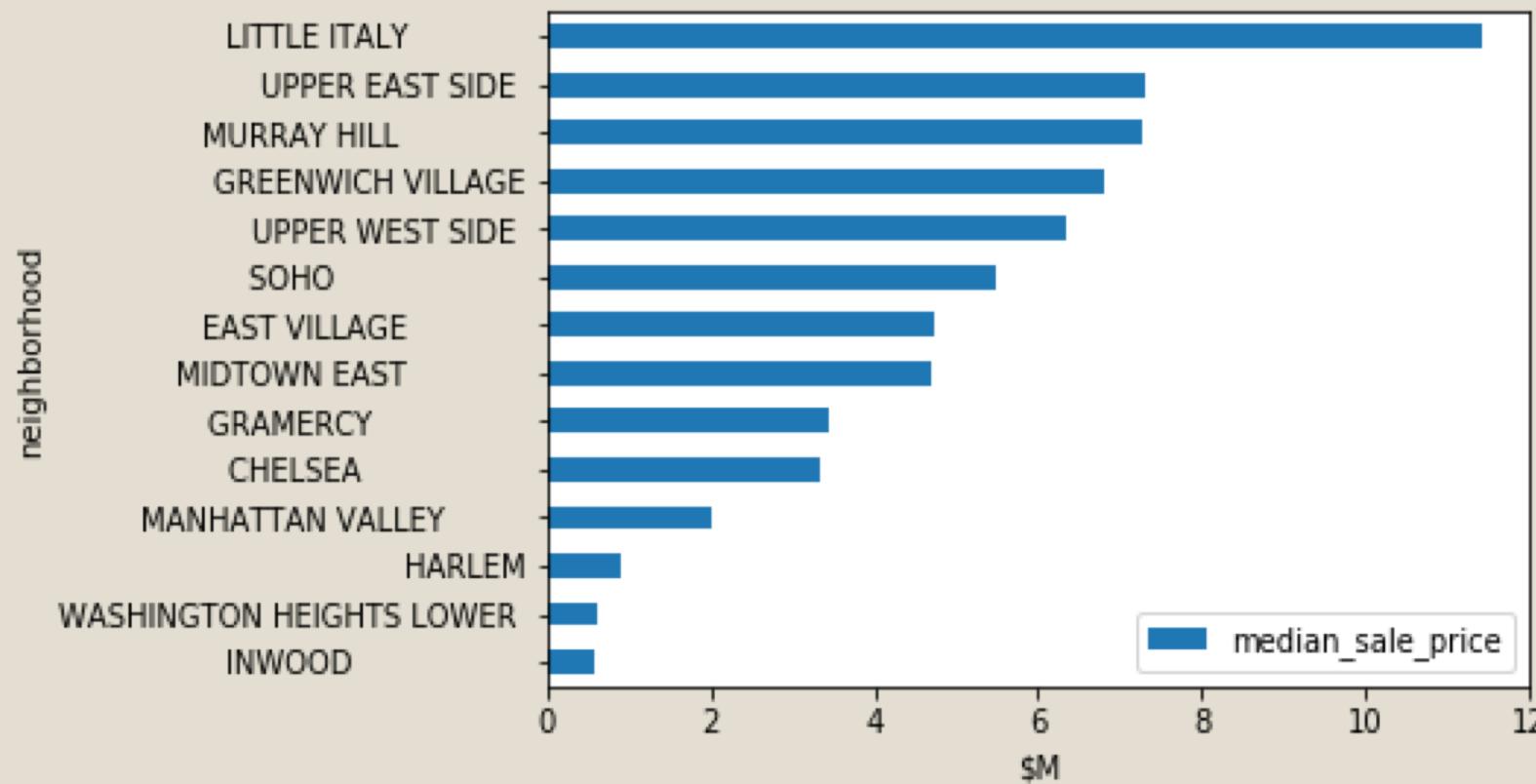


- While Ancient Romans practiced bathing every day, today today Wellness has an aura of luxury. Is that perception supported by data?
- Which are the best predictors of the location of spas in New York City?
- Can Data Science help us tap non-saturated neighborhoods and identify the the best ones to open new spas in the City?

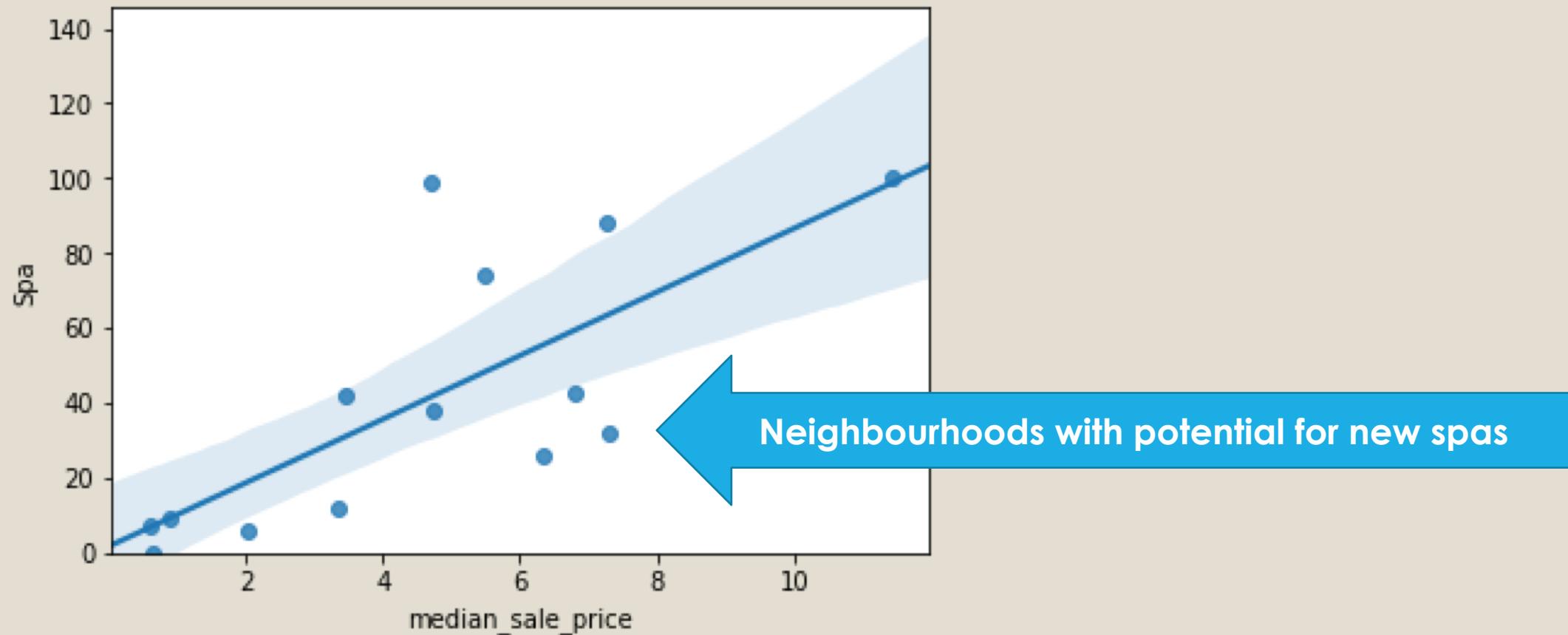
Data

- Foursquare
- House selling prices from NYC Open Data
- Nominatim geolocation

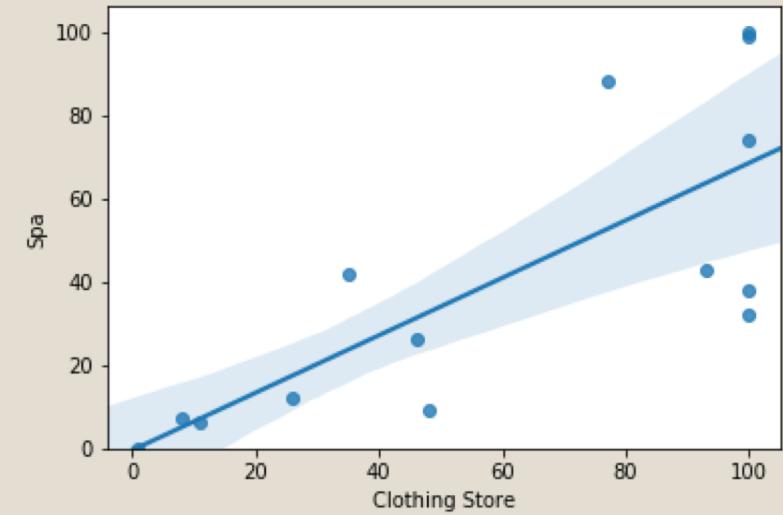
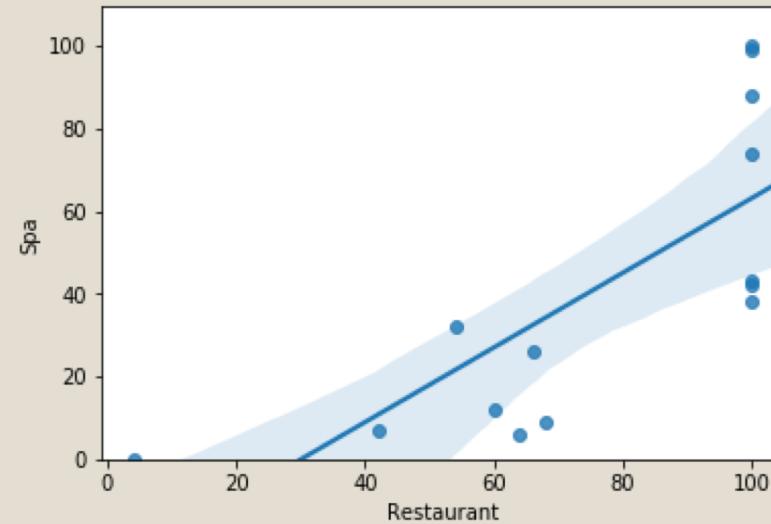
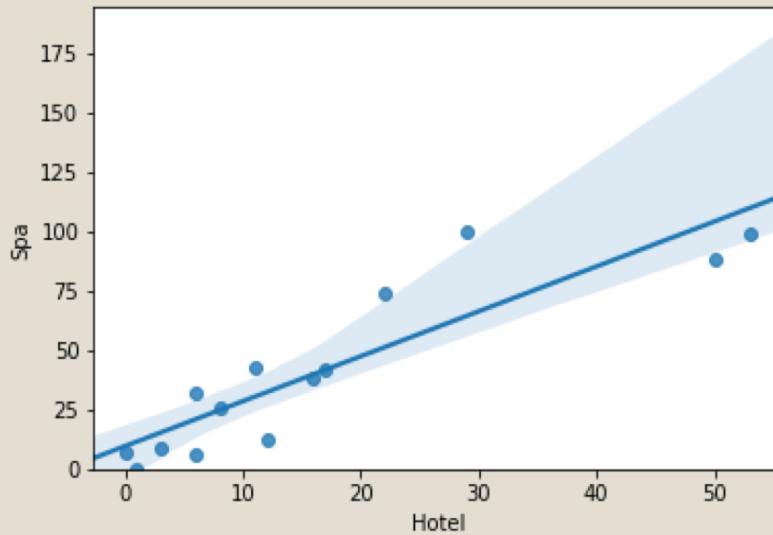
House Selling Prices Across Neighborhoods



Spas' Strong Correlation to House Prices Uncovers Untapped Market



Spas' Strongly Correlated to Hotels, Restaurants & Clothing Stores





Where To Open New Spas?

Neighborhood	Potential for new spas
Chelsea	13
Murray Hill	10
East Village	10
Upper East Side	8
Upper West Side	6
Manhattan Valley	5
Greenwich Village	4