

# **The Battle of the Neighbourhoods - Week 1**

## **Part – 1: Business Problem**

### **Introduction:**

New York is the most densely populated area in United States. It's one of the World's most populous Megacities too. New York City has been described as the cultural, financial and media capital of the world, and exerts a significant impact upon commerce, entertainment, research, technology, education, politics, tourism, art, fashion, and sports. In reality, New York City is a collection of many neighbourhoods scattered among the city's five boroughs — Manhattan, Brooklyn, the Bronx, Queens, and Staten Island—each exhibiting its own lifestyle. Moving from one city neighbourhood to the next may be like passing from one country to another. All five boroughs illustrate this melting pot of cultures through activities, museums, stores and restaurants, where you can meet people of different countries, sample exotic cuisine and products, listen to international music and watch foreign films.

A recent U.S. Census Bureau report about NYC revealed an increasingly diverse and dynamic city with immigrants making up the majority of the residents in some neighbourhoods. With almost 200 languages spoken, 40 percent of the NYC population was born outside of the United States. Conquering New York in one visit is impossible.

### **Problem Description:**

As the culture is diverse in nature, there will be various food items which birth various restaurants like Chinese, Indian, Italian etc. Here, we'll visit "Brooklyn" and look at the Indian Restaurants.

Some of my colleagues from my company will go to Brooklyn and planning to stay there may be for some months. They wanted to find out where to stay so that they can get all their necessary amenities like - Indian Restaurants (more important), Chinese Restaurants, Gym or Fitness Centre etc. Based on above criterion, where to find the appropriate place for them to stay?

(NOTE: Here “My colleagues” – this term can be replaced by anybody who wants to stay in Brooklyn)

**Target Audience:**

- People who want to visit some place (here Brooklyn) and prefer Indian dishes and also other items like Chinese food, fitness centre etc.
- It'll also be helpful for the people who want to open an Indian Restaurant in Brooklyn. They'll be able to find out about Indian Restaurants there along with their ratings and likes and they can find out about their competitors.
- Not only Indian Restaurant, after getting top 10 most common venues, they can choose their own business for a particular neighbourhood.