Capstone Project

Selecting the best option to open a Sushi Bar in Manhattan, New York.

The Battle of Neighborhoods'

PART 1

Introduction

The City of New York is famous for its excellent cuisine. Its food culture includes an array of international cuisines influenced by the city's immigrant history.

Sushi bars have become so popular in the United States, now it seems that there is one on every corner, not only in major cities but also in smaller cities. Starting a Sushi bar can be a great business opportunity, but you need to distinguish yourself from others to enjoy long-term success.

Business Problem

I want to open my business in Manhattan area, keeping in view, I define potential neighbourhood based on the number of Sushi bars which are operating right in each neighbourhood. Manhattan has full potential but also is a very challenging district to open a business because of high competition. New Sushi bar should be open in an area that inadequate neighbourhood in this way my Sushi bar can attract more customers. Therefore, this analysis is necessary to ensure that we will have enough customers and that we will not so close to other Sushi bars.

Target Audience

This project is particularly useful to new / young entrepreneurs' who want to open or invest something in 24/7 running business. Food business remained open in COVID-19 pandemic, and particularly in the fast life of New York its golden investment to serve something to eat with in no time.

Data Selection

Details in Data Section.