Capstone Project - The Battle of Neighborhoods

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Introduction

► We all have heard that "New York is the City that never sleeps" and we all can bet, for sure, that Coffee has played a major role in keeping the city awake.

► "Is there any room for a new Coffee Shop in the island of Manhattan?" And if so, in which neighborhood should this new Coffee Shop be located?

► Could we use any Machine Learning tools to answer the last question?
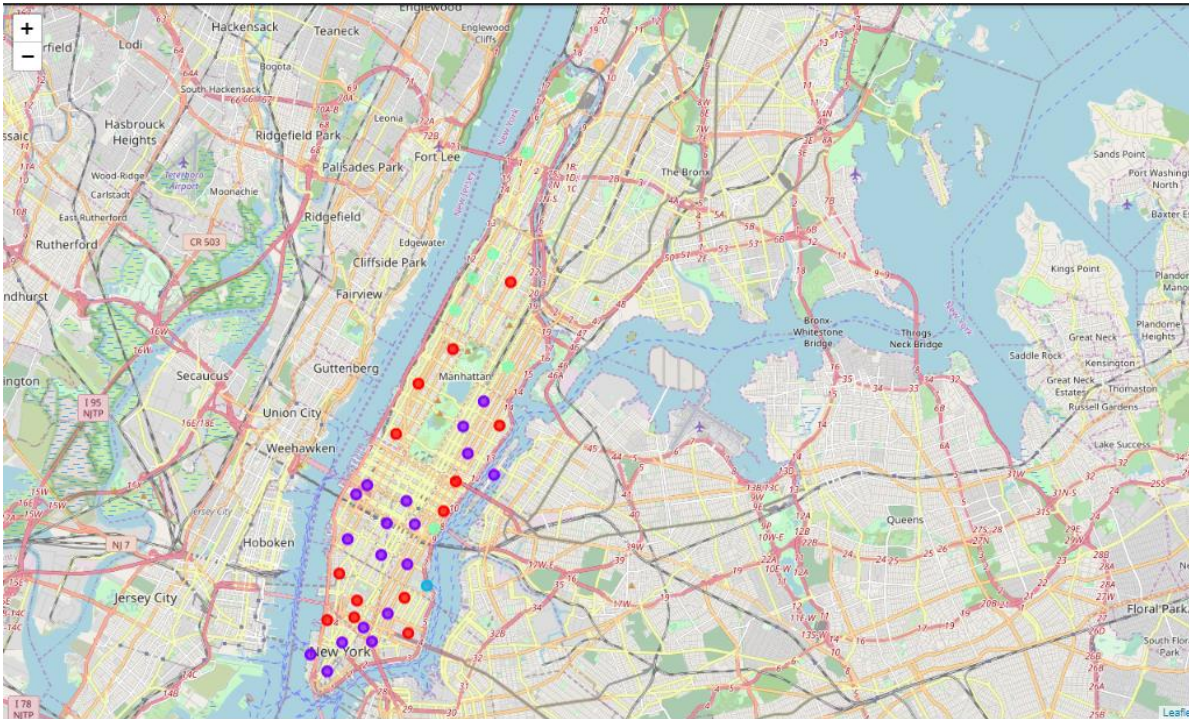
EDA Demographics (NY)
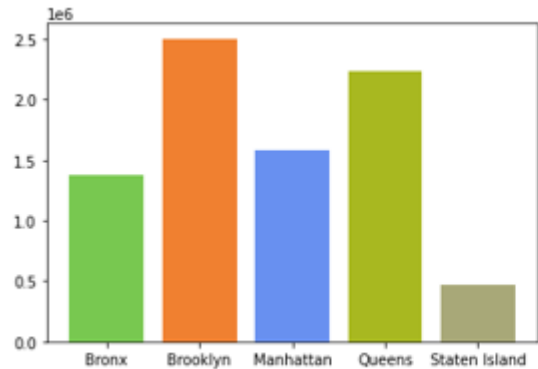
	borough	population
0	Bronx	1372111
1	Brooklyn	2503518
2	Manhattan	1584024
3	Queens	2230286
4	Staten Island	468730
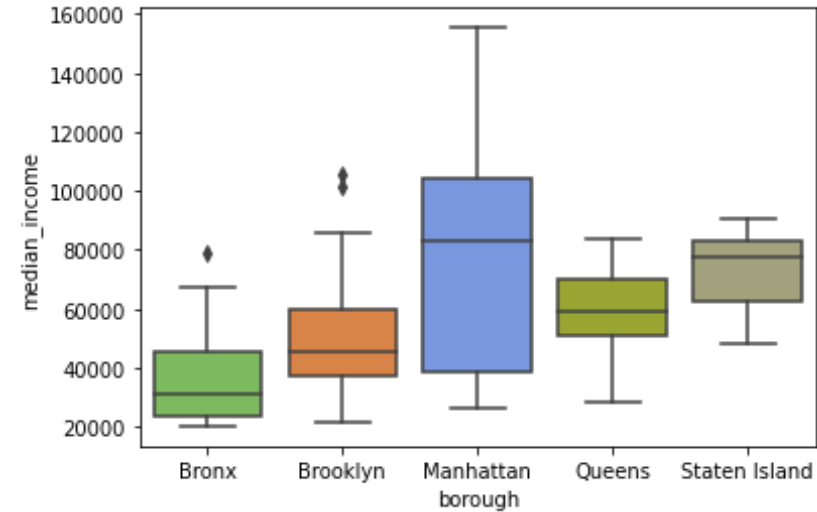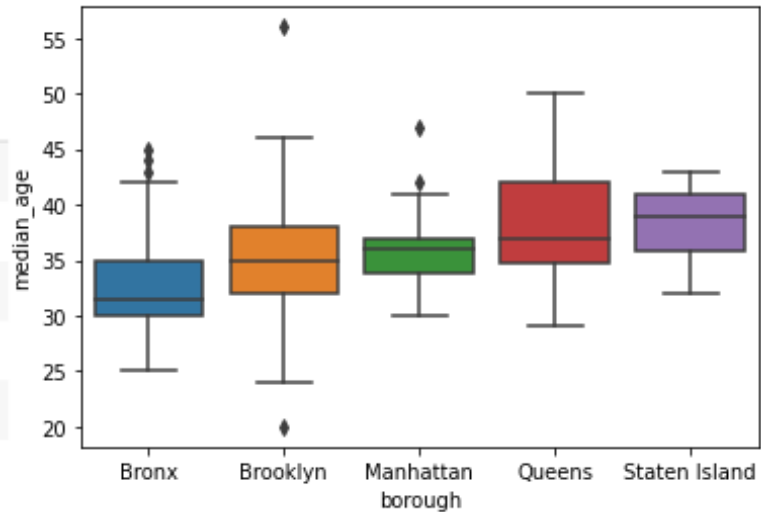
Although Manhattan is not the most populated borough of NY, it is definitely the area where the young affluents live!
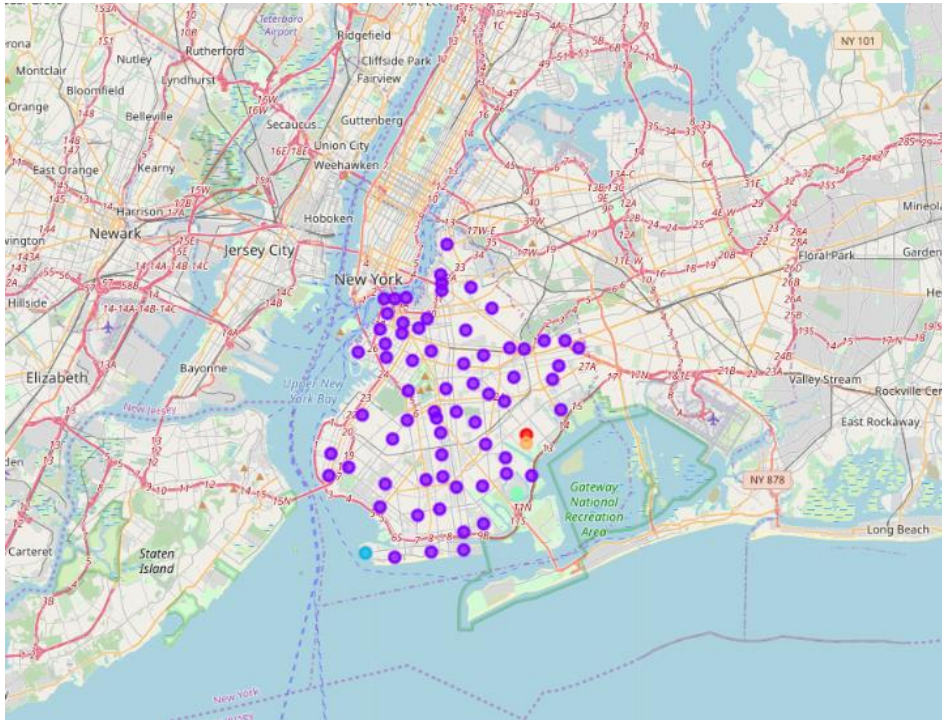
Market segments (Manhattan)

Two major segments were identified: Cluster 1, where the Coffee Shops are the second most popular venue after the Italian restaurants, Cluster 2, where the Coffee Shops are the most popular venue in neighborhoods like Midtown, Little Italy, the Financial District and the Civic center

Market segments (Brooklyn)

Although we also identified five clusters in Brooklyn, we found, on the other hand, that its clusters are mainly dedicated to the nightlife, Pizzas, Bars and Caribbean foods.

Market segments (Queens)

Queens, on its hand, turned out to be the are where most of the clusters are made from venues like Bodegas, parks and hotels, but also from latino restaurants

Conclusions

▶In Manhattan, most of the venues are traditional restaurants (i.e. restaurants dedicated, for example, to Italian foods) and the second most popular venues are Coffee shops, although there are some neighborhoods (like Midtown, Little Italy, the Financial District and the Civic center) where everybody in New York, now they can go to get a cup of Coffee.

▶Besides, after analyzing some demographics, it became evident that the people who have the age and the money to pay for an expensive cup of Coffee, live mainly in the island of Manhattan.