

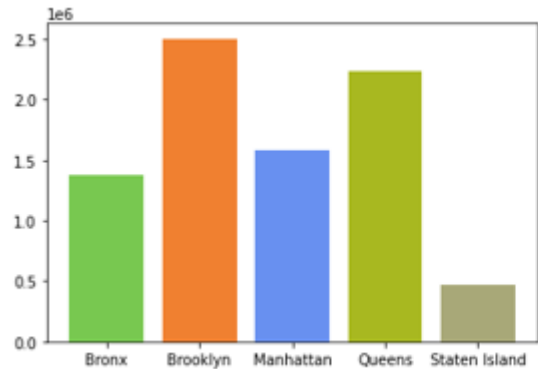


Capstone Project - The Battle of Neighborhoods

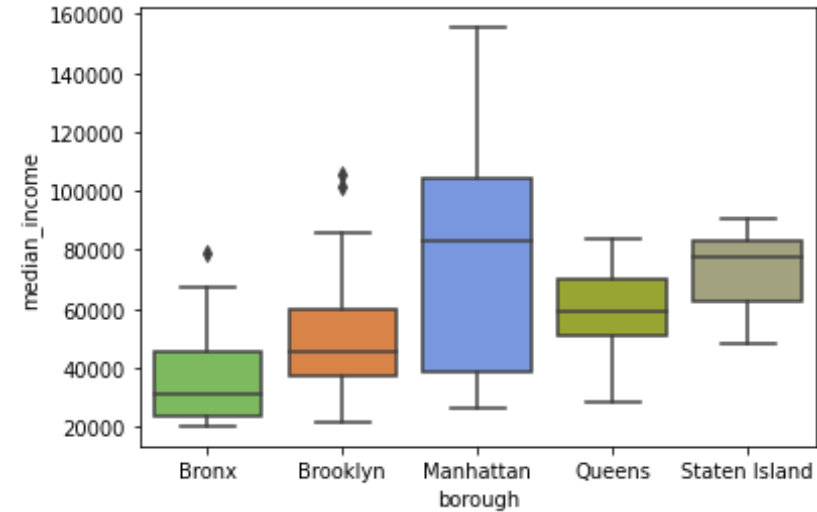
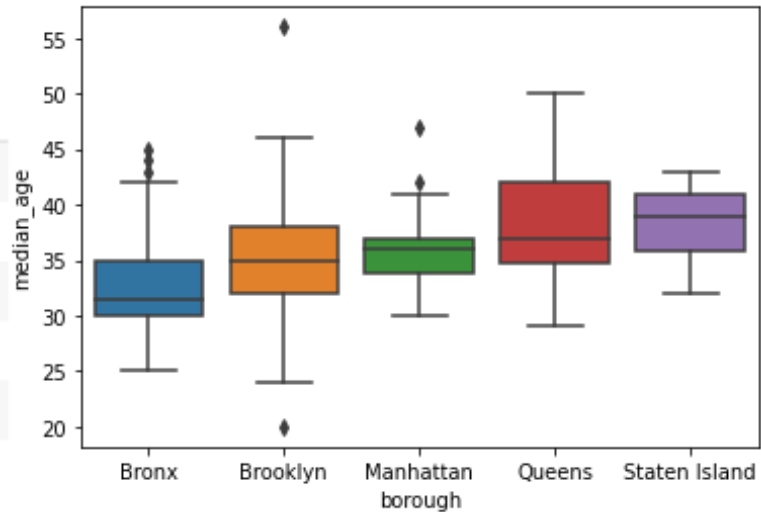
COURSERA – APRIL 2020

DANIEL LOAIZA

EDA Demographics (NY)

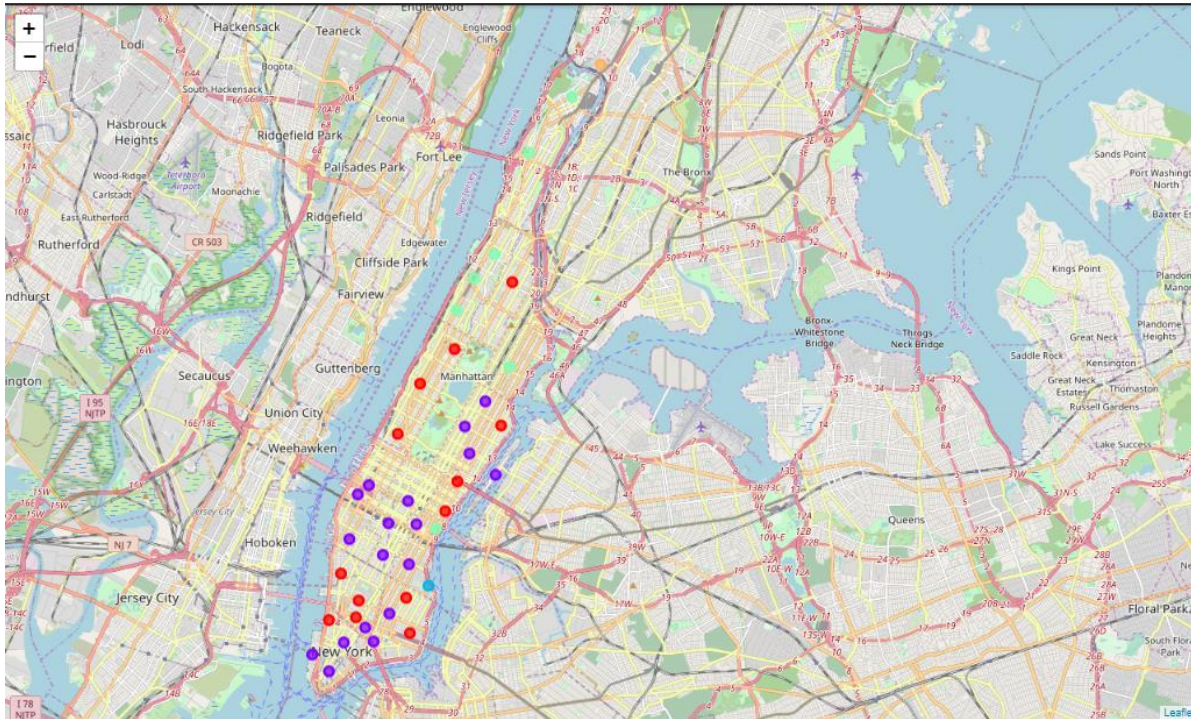


	borough	population
0	Bronx	1372111
1	Brooklyn	2503518
2	Manhattan	1584024
3	Queens	2230286
4	Staten Island	468730

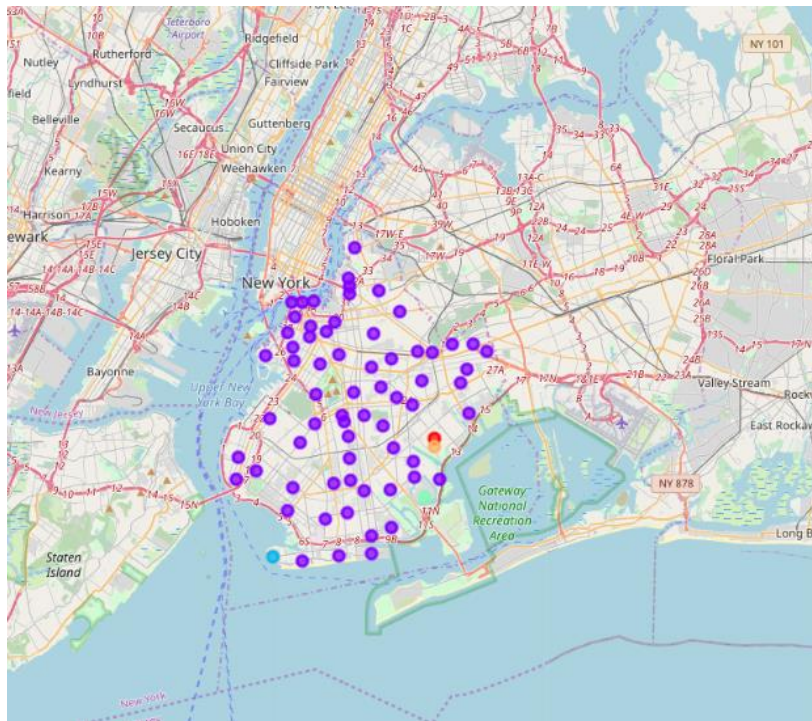


Although Manhattan is not the most populated borough of NY, it is definitely the area where the young affluents live!

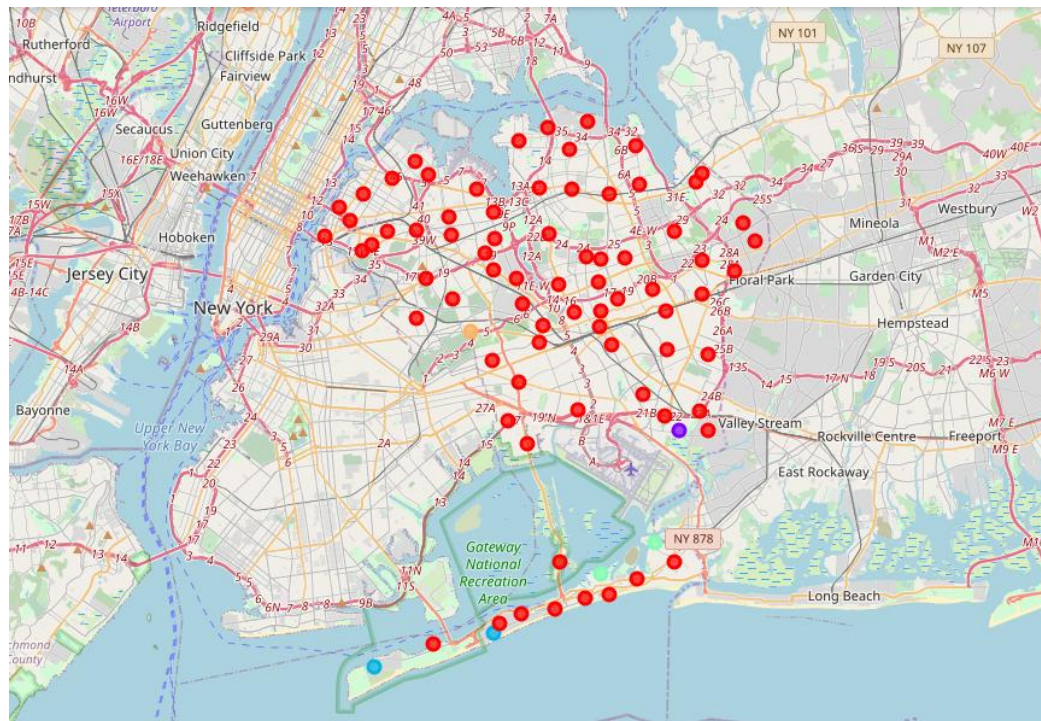
Market segments (Manhattan)



Market segments (Brooklyn)



Market segments (Queens)



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.