OPENING A MEXICAN RESTAURANT IN NEW YORK, NEW YORK

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VALUE OF NEIGHBORHOOD ANALYSIS IN NYC

- Manhattan has a population of over 1.6 million spread over 40 neighborhoods and a vast demographic

- Commerce is constant and there are always hungry customers

- Understanding the current venues and locations in neighborhoods can allow a business to find available gaps in services provided to consumers

DATA SETS

- Borough data provided by NYU Spatial Data Repository
  - Data breaks down borough and neighborhood borders within New York City's boroughs

- Restaurant data pulled from Foursquare Development Portal
  - Crowdsourced mapping of NYC
 - Identifies locations within the city as "venues"
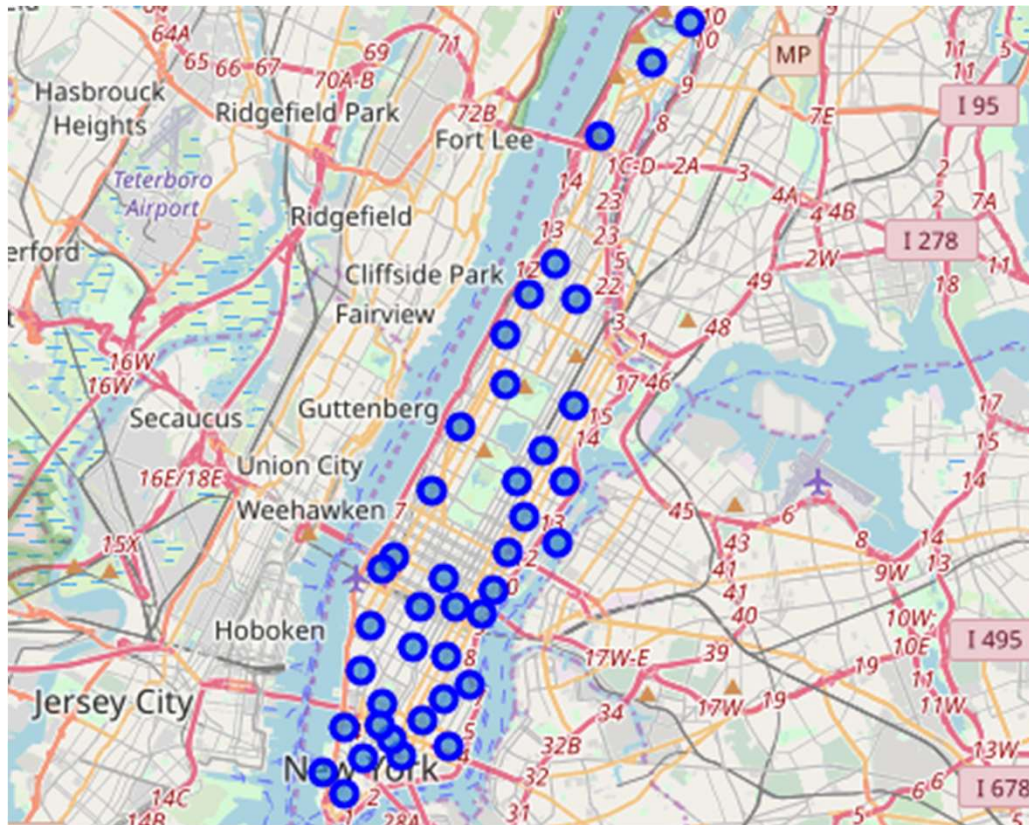
METHODOLOGY

LOCATION DATA WAS UTILIZED TO IDENTIFY MANHATTAN NEIGHBORHOODS

METHODOLOGY

|	Neighborhood	% Mexican
0	Battery Park City	8.000000
1	Carnegie Hill	5.000000
2	Central Harlem	0.000000
3	Chelsea	4.761905
4	Chinatown	2.083333

- Foursquare data was utilized to identify the venues within a given neighborhood

- Data was filtered to review only restaurants

- Proportion of Mexican restaurants was identified
  - Three Foursquare Venue Categories were used to define a Mexican restaurant – "Burrito Place," "Mexican Restaurant," and "Taco Place"

NYC Neighborhood's Percentage of Restaurants that are Mexican
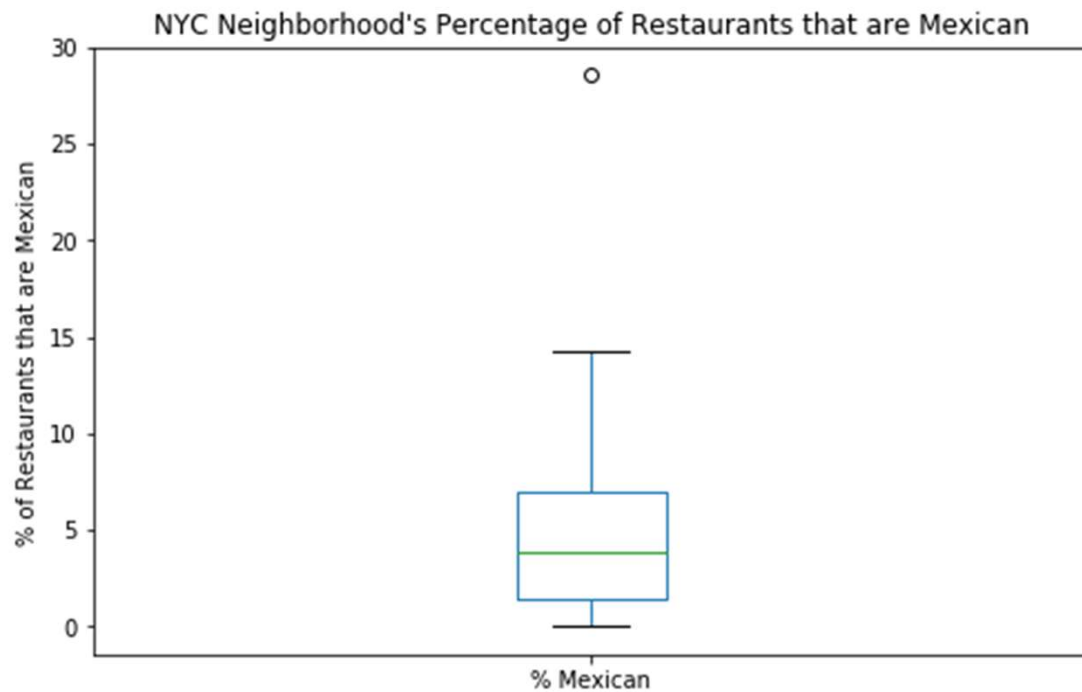
RESULTS

RESTAURANTS IN AN AVERAGE MANHATTAN NEIGHBORHOOD ARE 5.13% MEXICAN

RESULTS

Percentage of NYC Restaurants that are Mexican by Neighborhood
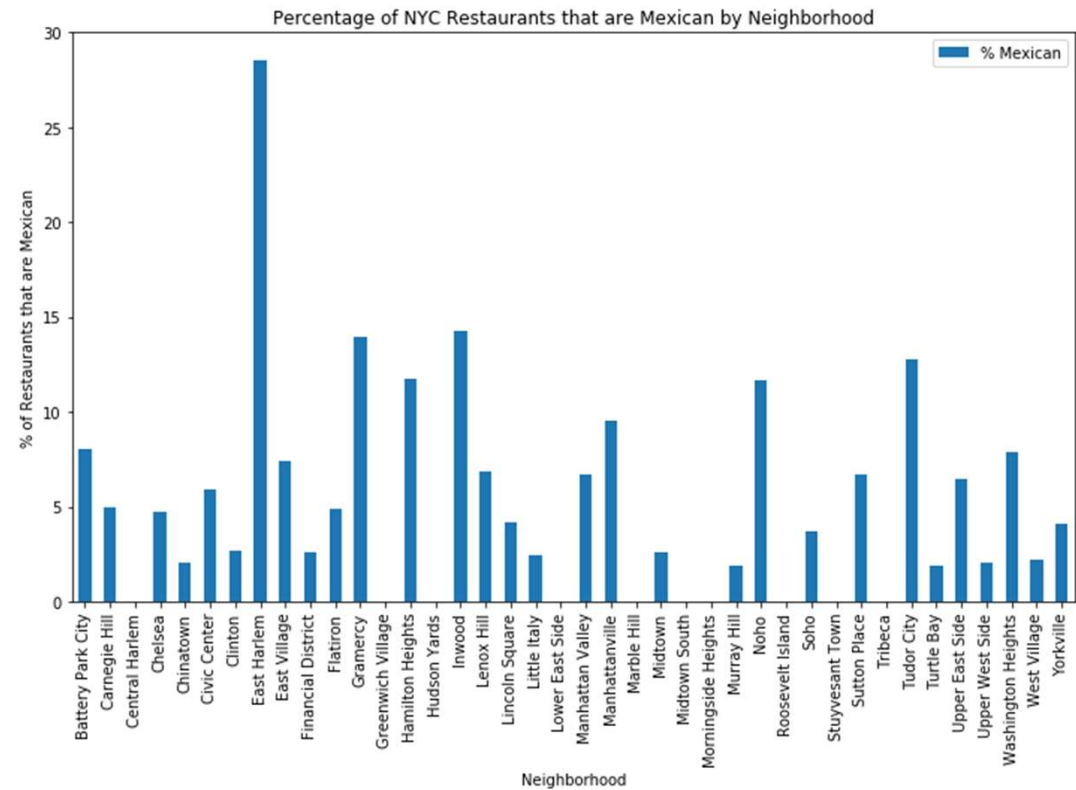
Neighborhood	
Central Harlem	0.0
Greenwich Village	0.0
Hudson Yards	0.0
Lower East Side	0.0
Marble Hill	0.0
Midtown South	0.0
Morningside Heights	0.0
Roosevelt Island	0.0
Stuyvesant Town	0.0
Tribeca	0.0

RESULTS

TEN MANHATTAN NEIGHBORHOODS HAVE NO MEXICAN RESTAURANTS WITHIN THEM
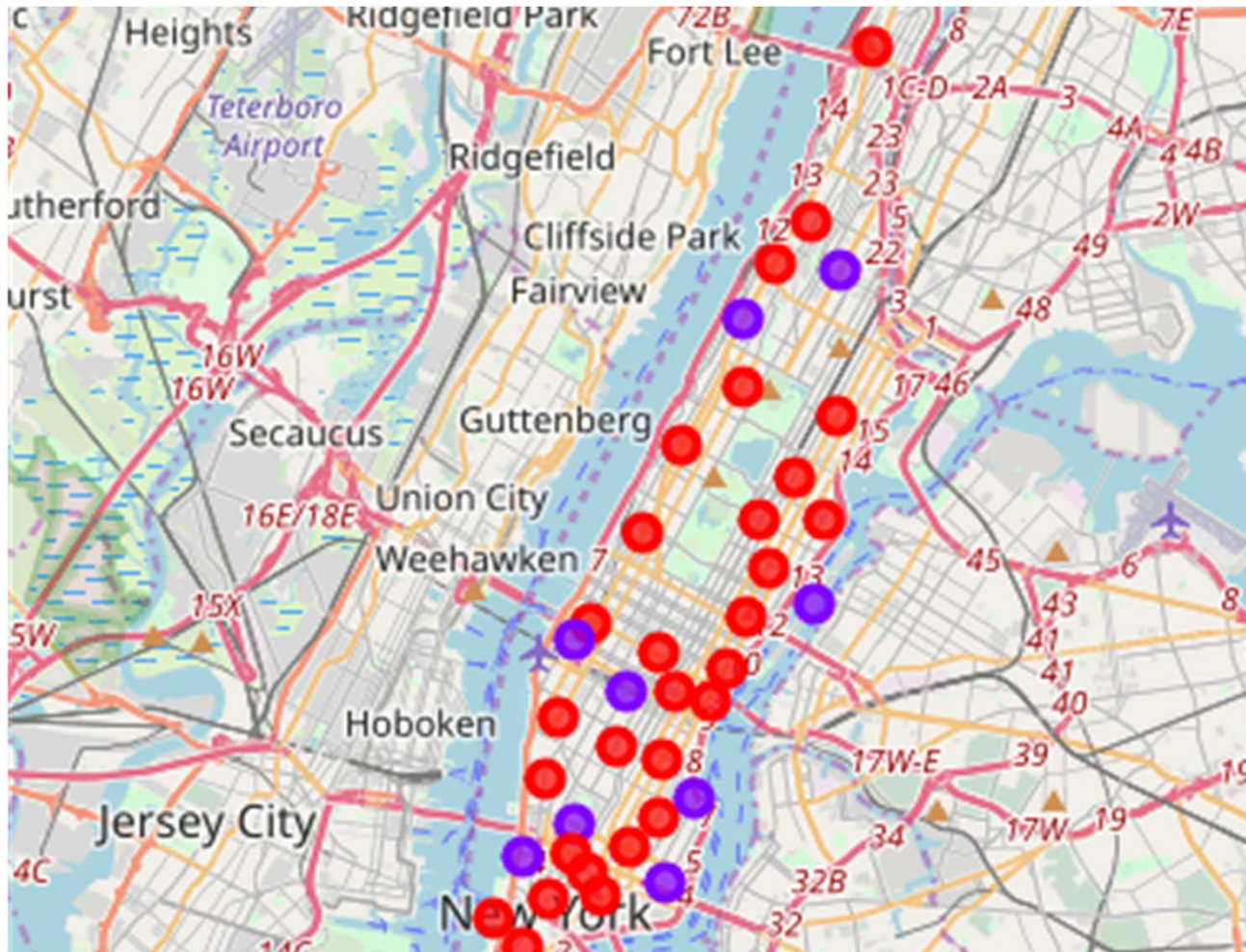
RESULTS

NEIGHBORHOODS IN BLUE HAVE ZERO MEXICAN RESTAURANTS

CONCLUSION

- Most Manhattan neighborhoods' restaurants are broken down so that between 1% and 3% are Mexican
- A prospective restauranteur can further investigate ten Manhattan neighborhoods with a lack in Mexican restaurants to open a new Mexican food location
  - Central Harlem, Greenwich Village, Hudson Yards, the Lower East Side, Marble Hill, Midtown South, Morningside Heights, Roosevelt Island, Stuyvesant Town, and Tribeca
  - They must consider other factors such as local demographics, tourism, traffic, etc.