

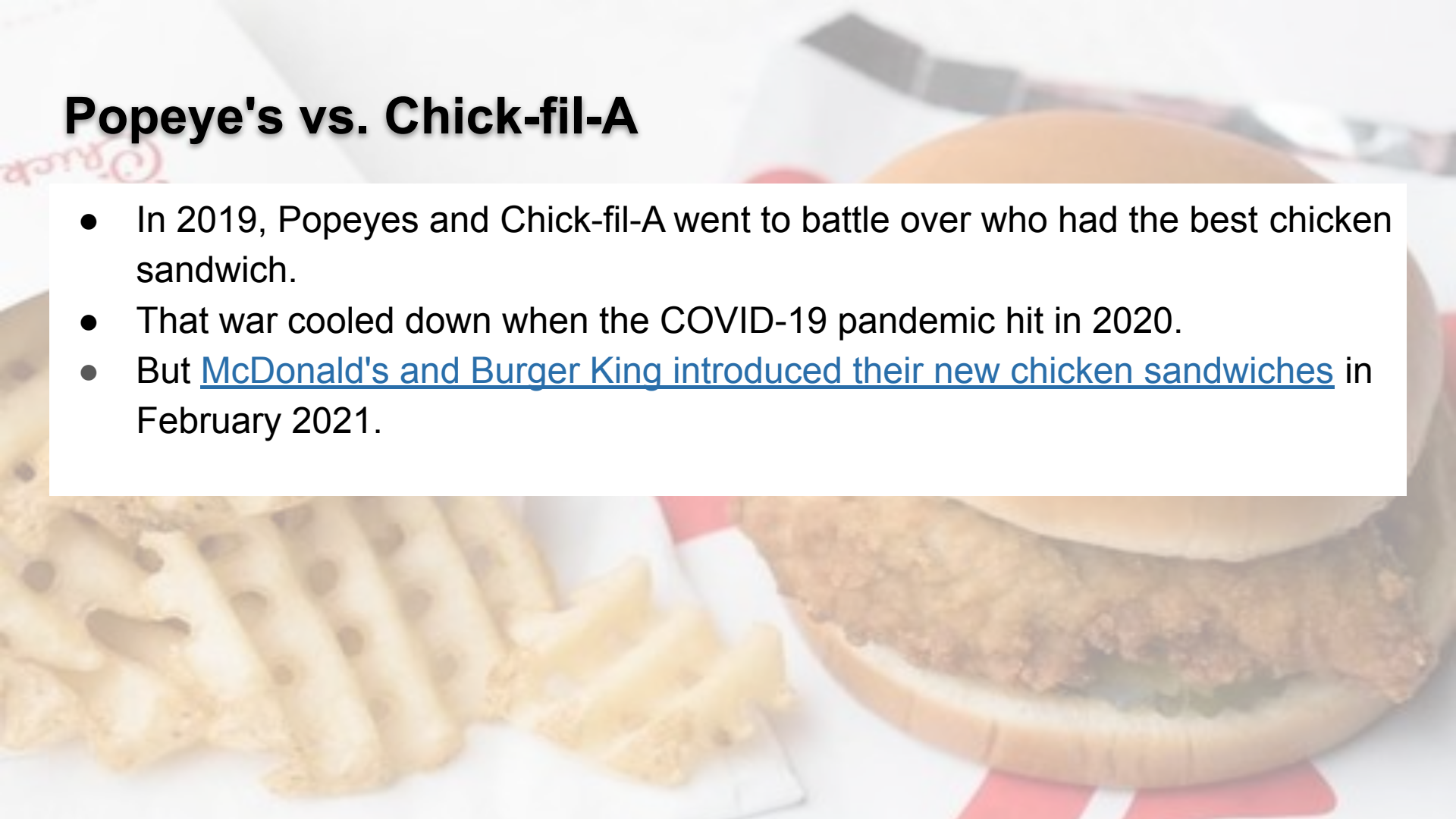
A close-up photograph of a white plate with a dark rim. The plate contains several pieces of golden-brown, crispy fried chicken. In the background, there are some round, light-colored dumplings. A small white bowl with a dark dipping sauce is also visible. The text is overlaid on the center of the image.

# **Selling Fried Chicken in New York City**

*by Carl Natale*

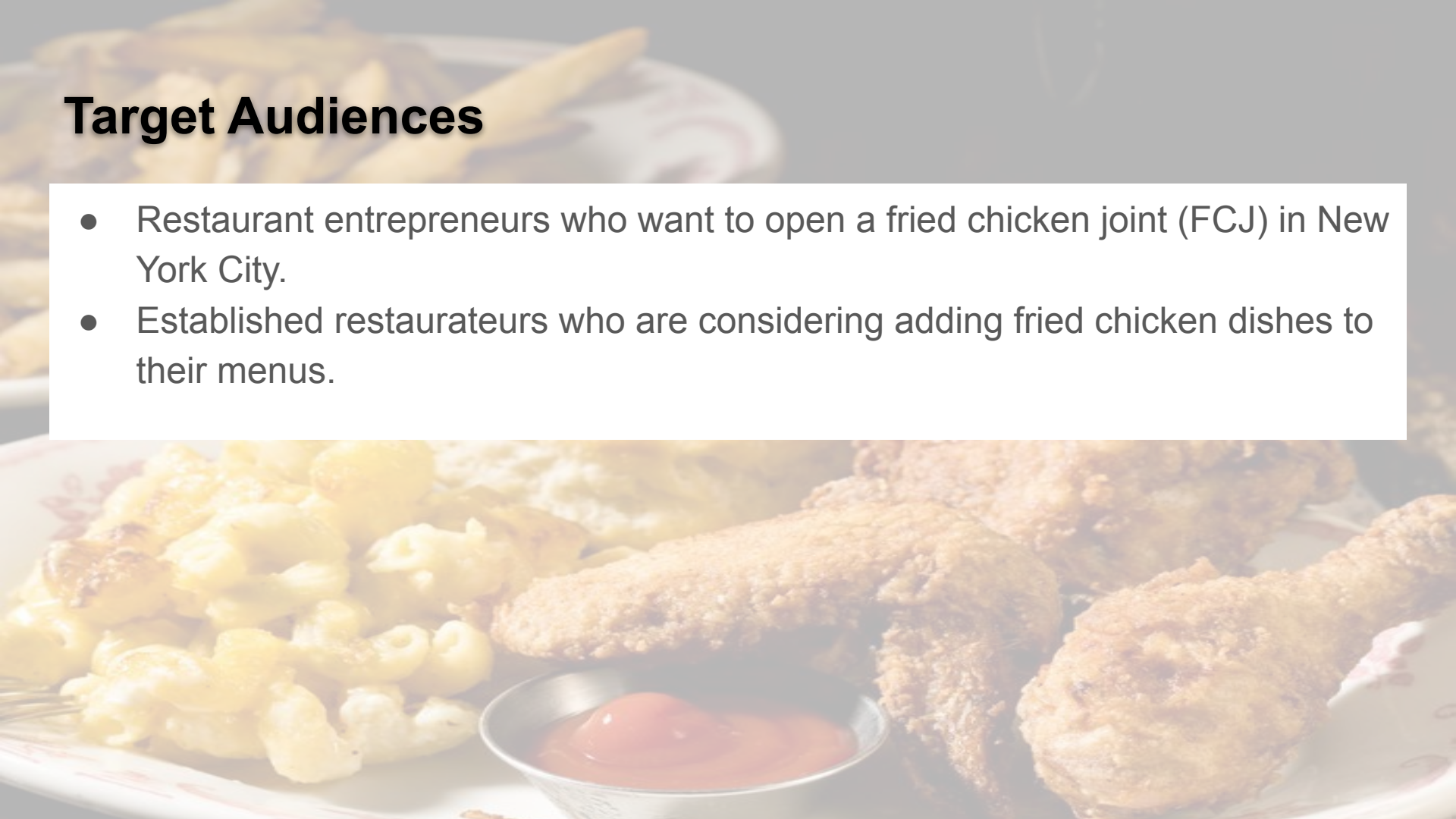
# Popeye's vs. Chick-fil-A

- In 2019, Popeyes and Chick-fil-A went to battle over who had the best chicken sandwich.
- That war cooled down when the COVID-19 pandemic hit in 2020.
- But [McDonald's and Burger King introduced their new chicken sandwiches](#) in February 2021.



# Target Audiences

- Restaurant entrepreneurs who want to open a fried chicken joint (FCJ) in New York City.
- Established restaurateurs who are considering adding fried chicken dishes to their menus.





# Target Audiences

- New York City boroughs and neighborhoods data downloaded from [https://cocl.us/new\\_york\\_dataset](https://cocl.us/new_york_dataset)
- Foursquare API: Names of venues serving food, their coordinates and the specific type of food category.
- Coordinates for all 5 boroughs downloaded from <https://data.cityofnewyork.us/api/geospatial/tqmj-j8zm?method=export&format=GeoJSON>
- Coordinates for each neighborhood is downloaded from <https://data.cityofnewyork.us/api/geospatial/cpf4-rkhq?method=export&format=GeoJSON>

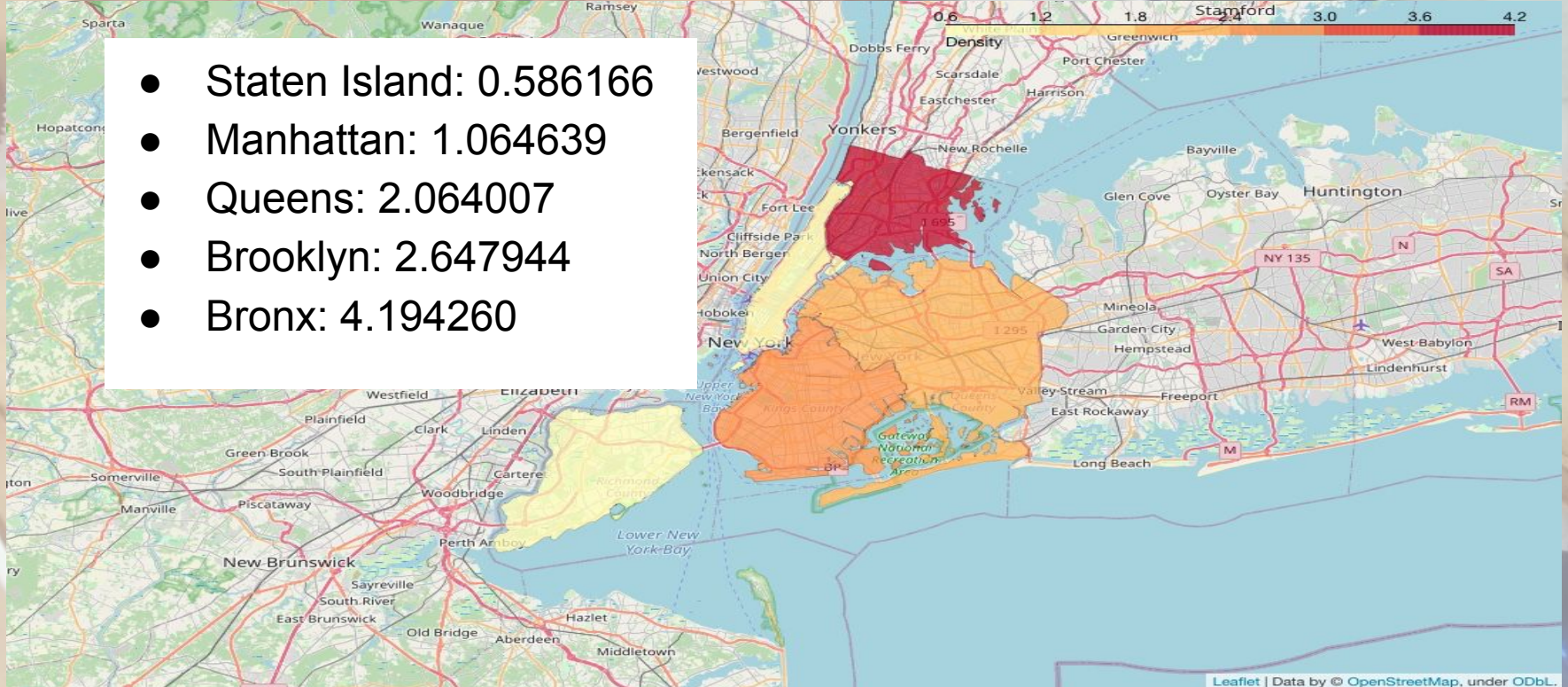


# Methodology

1. Load the libraries needed to work with the data and map it.
2. Create functions that can be used to work with data
3. Access the neighborhood data
4. Access the Foursquare data of venues that serve food
5. Match the two datasets
6. Calculate the density of chicken fried joints compared to restaurants in the boroughs
7. Visualize the density data using chloropleth maps of the boroughs and neighborhoods

# Fried Chicken Density (FCD)

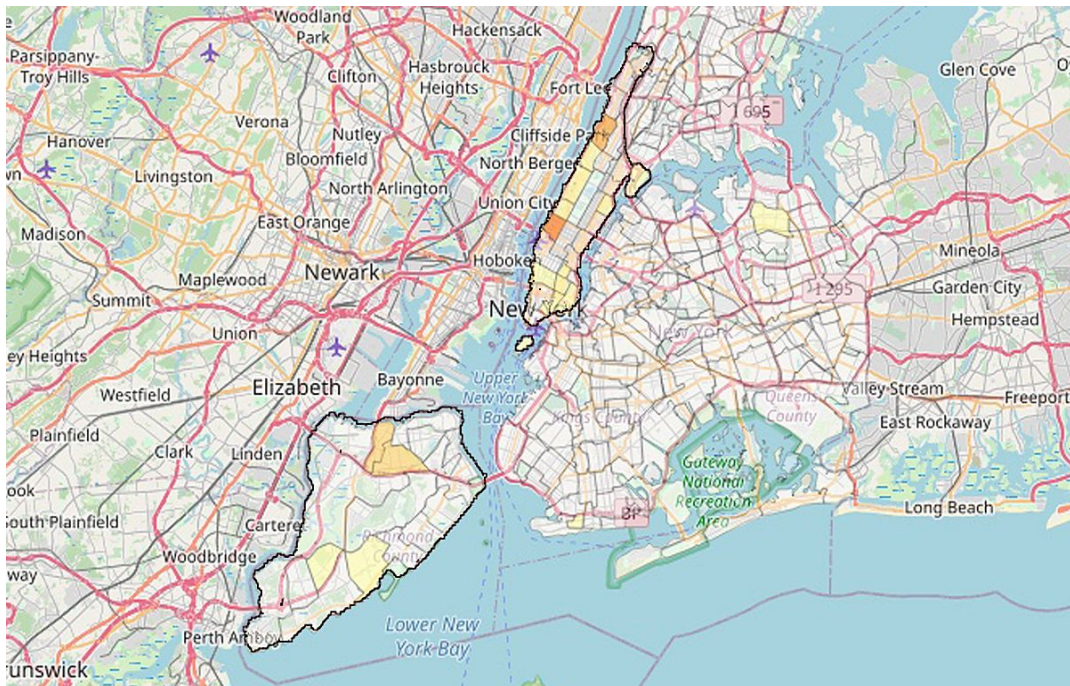
- Staten Island: 0.586166
- Manhattan: 1.064639
- Queens: 2.064007
- Brooklyn: 2.647944
- Bronx: 4.194260





# Top 10 Neighborhood FCDs

1. East Village 1.030928
2. Stuyvesant Town 1.06383
3. Battery Park City 1.123596
4. Tudor City 1.136364
5. Murray Hill 1.149425
6. Turtle Bay 1.149425
7. Washington Heights 1.176471
8. Financial District 1.190476
9. Lower East Side 1.190476
10. Morningside Heights 1.204819





## Conclusion

- We're going to take the amount of marketing that fast food chains (Chick-fil-A, Popeyes, McDonald's and Burger King for example) are dedicating to spicy and regular chicken sandwiches as a sign of strong demand for fried chicken.
- Fried chicken joints (as defined by Foursquare) can capitalize on that demand by opening in underserved neighborhoods.
- Staten Island has almost no fried chicken joints so it has great potential.