Neighborhood Clustering - Manhattan, NYC

If someone is looking to open a coffeeshop, where would you recommend that they open it?

1. Introduction

New York is the most populous city in the US state of New York with over 8 million residents. New York is also very diverse as its residents come from various backgrounds and ethnicities. Diverse population and busy lifestyle provide many business opportunities to New York residents including the coffeeshop industry. Opening a new coffeeshop in a city such as New York takes many factors into consideration: financing, right location, catchy name, unique environment, etc. New York consists of five boroughs: Manhattan, The Bronx, Brooklyn, Queens, and Staten Island. Among these five boroughs, Manhattan definitely stands out as it is often described as the cultural and financial center of the world. (1) Therefore, in this report I will focus on coffeeshop industry business opportunities that Manhattan has to offer.

1.1 Problem Statement.

In this report, I will identify if the area has a potential success of opening a coffeeshop based on the following criteria:

- coffeeshops represented in the particular neighborhood of Manhattan
- identify which neighborhood of Manhattan has the smallest number of coffeeshops
- identify potential success of new coffeeshop in the particular neighborhood of Manhattan

1.2 Target audience

This research will be helpful for businessmen and businesswomen thinking of opening a new coffeeshop in Manhattan, NYC. The objective is to recommend the best neighborhood to start such a business.

References:

1. https://en.wikipedia.org/wiki/New_York_City