**Method**

I have taken two neighbourhoods in New York to create a comparison for where is best to open a new kitchen to target the work from home food market.

The methods I used for segmenting the neighbourhood data was to find the best silouhette scoure then use the result of that feature as the amount of clusters for k-means clustering as that is the easiest method and applicable to this process.

There is population data available on New York census which helps use complete an analysis of the two boroughs among some selective data points such as median population income and educational background. These two in particular are of interest as we are trying to target the work from home market who would otherwise be working in a office space somewhere in the city.

There is further analyses of the New York data set available in this jupyter notebook here, as this notebook is long enough I chose the data to help drive this story and wont waste your time with everything!

Conclusion

Our k-means clustering analysis has provide some insights