

Locating the Next McDonald's in New York City

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Introduction

- Answer where to open a new McDonald's in New York city.
- Why McDonald's?
 - Well-established reputation
 - Proven management and work practices
 - Constant national-scale advertising campaigns
- Challenge
 - NYC has over 280 McDonald's already
 - NYC average 3.9 McDonald's per 100,000 capita

Data

- Location data on NYC's boroughs, neighborhoods
 - Source: NYU's Spatial Data Repository
- Location data on NYC's all existing McDonald's
 - Source: API calls to FourSquare
- NYC population statistics by regions
 - Source: New York State's Department of Health

Methodology

- Use location data of neighborhoods and existing McDonald's to:
 - Visualize their distributions
 - Calculate distance matrix
 - Calculate counts of McDonald's per region
- Find correlation between region's populations and McDonald's counts
- Determine the best neighborhood(s) to open a new McDonald's

Results and Discussion (1)

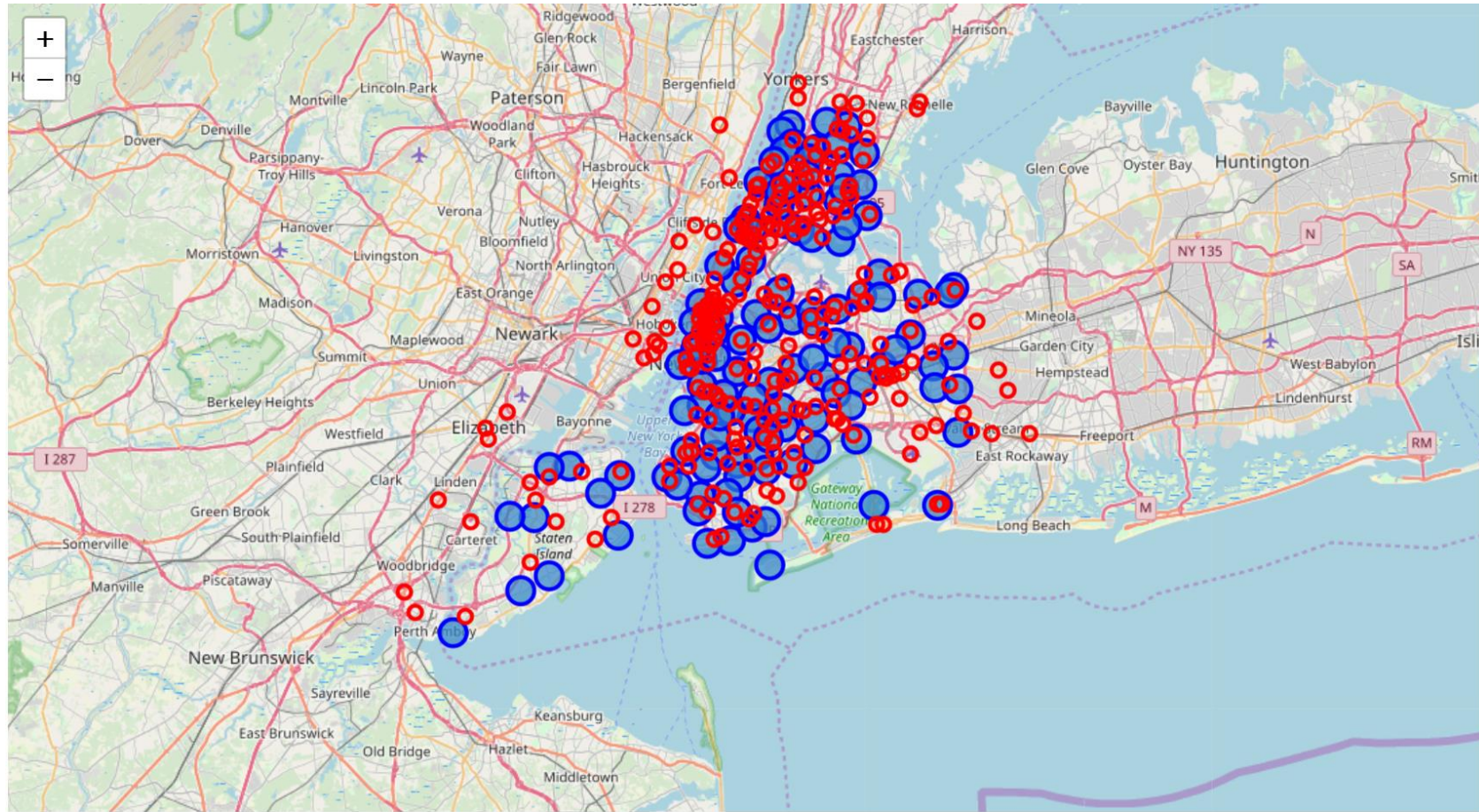


Figure 1: Neighborhoods and Existing McDonald's Locations

Results and Discussion (2)

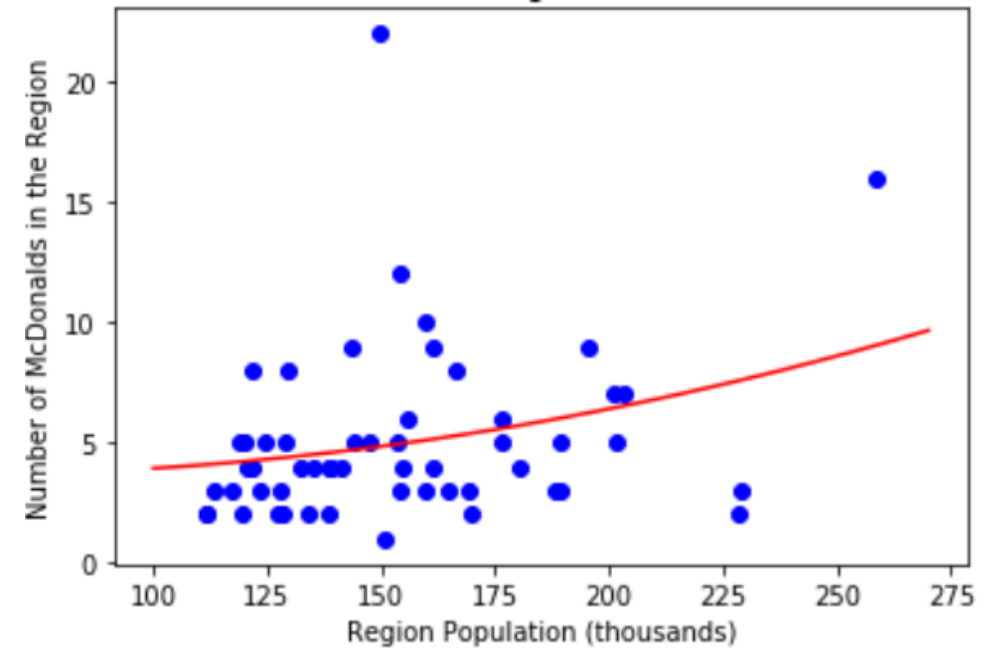
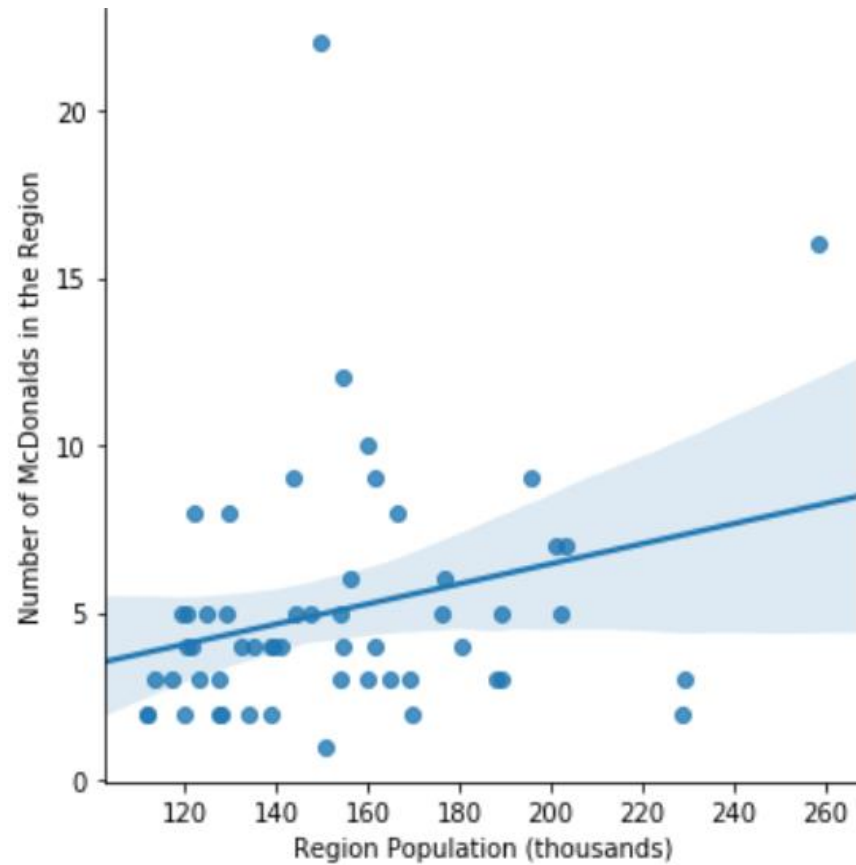


Figure 2 & 3: Existing McDonald's Counts as a Function of the Region's Population

Results and Discussion (3)

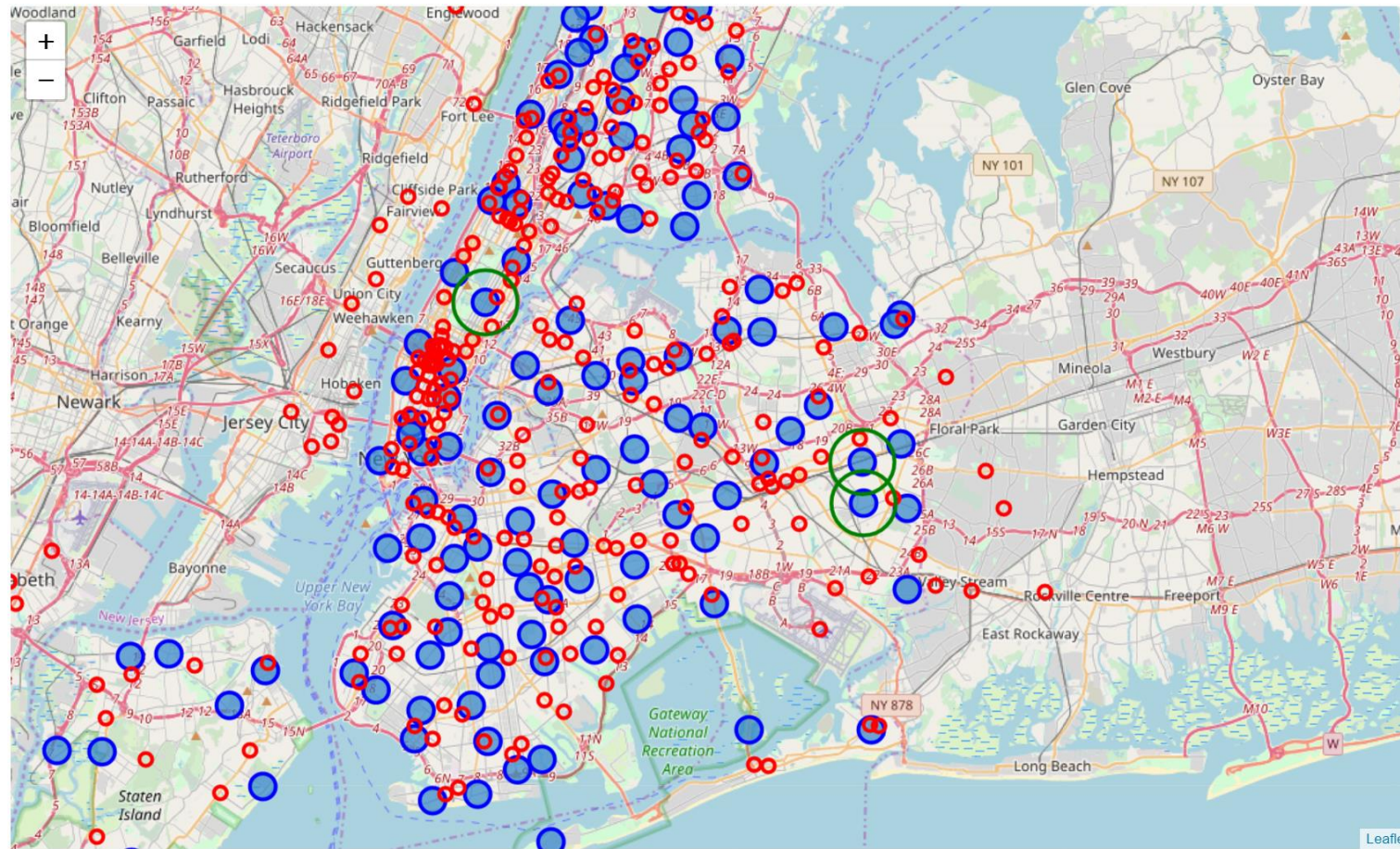


Figure 4: Neighborhoods with High Potential for a New McDonald's

Conclusions

- 3 neighborhoods in NYC with great potential to open new McDonald's
 - Upper East Side (Manhattan)
 - Hollis (Queens)
 - St. Albans (Queens)
- These neighborhoods average only about 1 McDonald's per 100,000 population, 4 times lower than that of the state's average