

The Battle of Neighborhoods

Introduction and Business Problem

Introduction

New York City is very known for having a very diverse community. It is also known as one of the most diverse cities in the entire world. Food plays a big role, if someone travels to New York, he/she could experience variety of food diversity too ranging from European food style to Asians. The city consists of 5 Boroughs, namely: Queens, Brooklyn, Bronx, Manhattan, and Staten Island. All of them provides the varying food culture and diverse.

As the city grows more and more popular because of its diversity, many people from around the world wish to visit this diverse city. Including the most populated country in the world, China. As of 2017, there are 893,697 total population of Chinese ethnicity in the City itself. Hence, it is known that there are large Chinatowns in Brooklyn, Queens, and Manhattan. This is an interesting study to update the New Yorkers with new surveys of which area of the city provides various Chinese food as many Chinese tourists would visit the city to taste and compare their hometown food variation.

Business Problem

According to the NY Times, the number of Chinese visitors to New York City continues to rise each year. As in 2018, the visitors (Non-American Chinese Ethnic people) reached the number of 65.2 million people as the ninth straight annual increase. This incredible huge number of course will interact more of these tourists to taste and compare the Chinese cuisines in NYC to their hometown in China / Asian countries with huge Chinese population. Hence, a survey of which part of NYC to provide more Chinese restaurants will be beneficial for these Chinese tourists to travel and taste NYC Chinese style cuisine. This experiment will help to provide such information for the Chinese tourist in need.

Target Audience

The main target of this experiment is Chinese people who come to NYC to travel and try the NYC Chinese cuisine