

The Battle of the Neighborhoods – Report

1. Introduction and Business Problem

The City of New York is the most populous city in the U.S. It is diverse and is the financial capital of the world. It is multicultural and provides business opportunities and a business friendly environment. It has attracted many different players into the market. As it is a major centre for banking, finance, retail, world trade, transportation, tourism, real estate, media, advertising and many more, it is very competitive. Due to this state of being highly developed the costs of doing business are also amongst the highest in the world. Hence, any new business venture or expansions need to be analysed carefully. The insights derived from the following analysis will give a robust understanding of the business environment which helps to segment the market and target and target it appropriately to minimise the risk.

Business Problem

Being known for its outstanding international cuisine, influenced by the city's immigrant history, Sushi restaurants have become very popular in over the last decades. As you can find Sushi restaurants in almost every city in the world by now this means it is a very highly competitive market, but with a great chance when being done right as there is a high demand by the inhabitants.

My client, a Sushi restaurant chain in the medium sector, wants to open a Sushi business in New York. Based on the premises of the chain, we're looking for a location with high-traffic e.g. in shopping malls or other points of interest. Based on these premises we define potential neighborhoods based on the number of sushi restaurants already available in the neighbourhood. But to ensure to receive high footfall we have to ensure we're not too close to other established sushi places in the same area. To narrow the search of an appropriate neighbourhood down, we'll focus on Manhattan and try to find a neighbourhood within Manhattan as this matches the requirements of high footfall and increases the probability to reach the break even point early.

2. Data

- a. The neighborhood has a total of five boroughs and 306 neighborhoods. In order to segment the neighborhoods and explore them, we will essentially need a data set that contains the five boroughs, the neighborhoods that exist within, as well as the latitude and longitude information. This dataset can be found for free via http://geo.nyu.edu/catalog/nyu_2451_34572
- b. New York City's geographical coordinates will be utilised as input for the Foursquare API to provide venues information for each neighbourhood. We will use the Foursquare API to explore neighborhoods in New York City. To retrieve information about sushi venues, the category Id 4bf58dd8d48988d1d2941735 is being used.