

Business Location Decision Making

Oden David

July 13, 2020

1. Introduction

1.1 Background

When opening a business for the first time it is important to consider some certain factors that will affect your business either positively(growth) or negatively(decline). One of the factors to consider is the *location*, the more condusive and populated the location is the better the business will grow. Therefore it is important to analyze locations to find out which will be more lucrative.

1.2 Problem

A client contacted me from new york, she wants to open a Pizza Place. She wants to open it in the town of Manhattan because that is where she stays, but she needs help exploring the Neighborhood's in the city. She wants to open the Pizza Place in a neighborhood where there little or no Pizza Place's so as to reduce competition and increase profit.

2. Data acquisition and cleaning

2.1 Data Sources

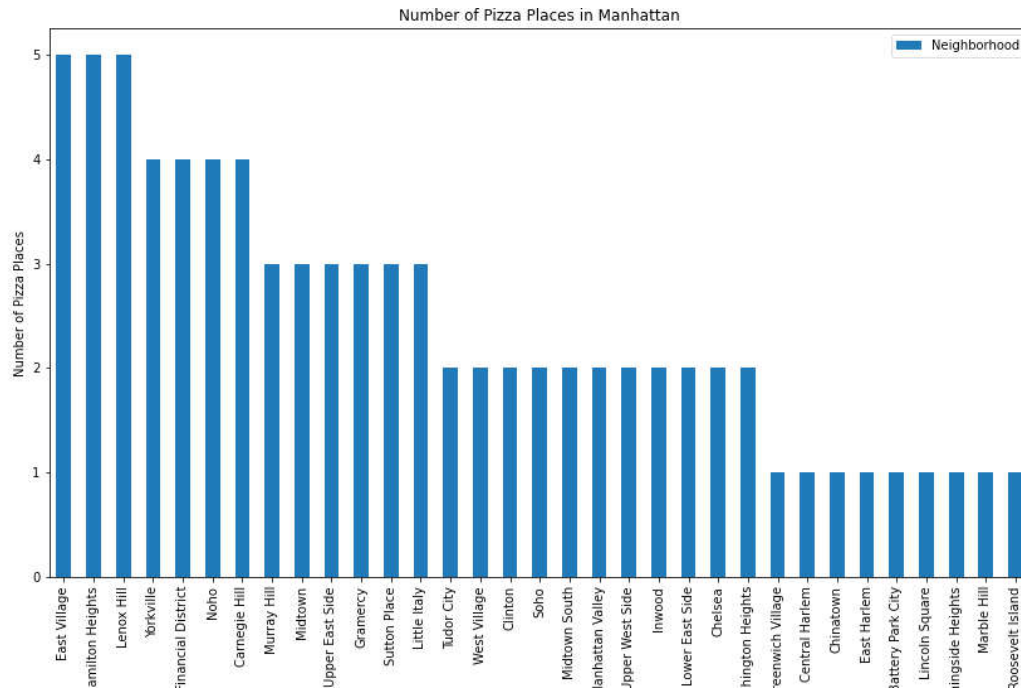
In my quest to analyse and solve the problem mentioned above i will use a new york data set which contains of all towns in new york as well as longitude and latitude coordinates of it's neighborhood as this values are needed to source another data from fousquare, Luckily, this dataset exists for free on the web.

2.2 Data Wrangling

Data downloaded contains data of all towns and neighborhoods in new york city with their respective latitiude and longitude coordinates, considering we will be making use of only Manhattan town we will get rid of all other towns from our data set once we have the latitude and longitude values for Manhattan we can go ahead and quest for data from foursquare. Data wrangling is involved in every aspect of our analysis

3. Exploratory Data Analysis

Our data quest from the fousquare API explores and gives results of venues in a location. Considering that our analysis is centered on finding the locations with the least number of Pizza Places we have to further clean our data to have our venues as only Pizza Places, once this is done we can use a bar chat to vissually represent all the locations and their corressponding number of Pizza Places.



So from the bar chart above we can say that 9 different locations have just 1 Pizza Place each. So we have significantly been able to give a good path to decision making.

4. Conclusion

In this research, I tried to provide a better business solution by exploring locations in Manhattan area of New York City, by doing so I was able to provide better decision making as to what option to be used by a client, this was done by exploring similar data.