

# New York - Analysis for F&B Business Go-To-Market

Perry Cao - Feb 2020

# Business Challenge

The perfect challenge is to ideate business model that provides insights to know which boroughs are ideal to open up a Cafe' & Restaurant based on the huge impact of population and neighbourhoods.

Big question is how we identify the perfect information of specifically idea BOROUGH and its NEIGHBOURHOODS in order to know the most impactful factor of business Enter.

With Data Science, we will steps by steps to demonstrate the Cluster of New York City neighbourhoods. By giving the visualation of Cluster, we can recommend potential BOROUGH and strategic locations for ONWNERS for their decision making.

# Data Preparation

By capturing the Data and its combination, we figured out 5 Boroughs with 306 Neighborhoods of New York are potential to explore.

	Borough	Neighborhood	Latitude	Longitude
0	Bronx	Wakefield	40.894705	-73.847201
1	Bronx	Co-op City	40.874294	-73.829939
2	Bronx	Eastchester	40.887556	-73.827806
3	Bronx	Fieldston	40.895437	-73.905643
4	Bronx	Riverdale	40.890834	-73.912585

	Borough	Neighborhood	Latitude	Longitude	Population
0	Bronx	Wakefield	40.894705	-73.847201	91,497
1	Bronx	Wakefield	40.894705	-73.847201	52,246
2	Bronx	Wakefield	40.894705	-73.847201	79,762
3	Bronx	Wakefield	40.894705	-73.847201	146,441
4	Bronx	Wakefield	40.894705	-73.847201	128,200

# Data Preparation

After collecting and cleaning data, the ambition of Business Owner is to look for market with highest population to consider to enter. By running data to pick the ideal Borough - Staten Island, we continue to explore its competition for Categories.

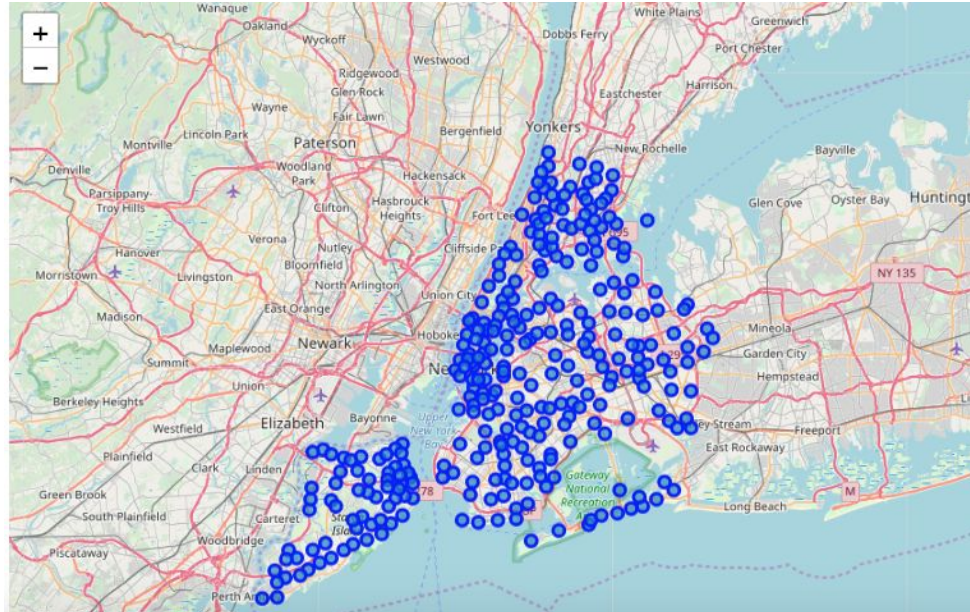
	Borough	Population
0	Bronx	91,49752,24679,762146,441128,20083,268139,2861...
1	Brooklyn	173,08399,617152,985112,634182,896104,709126,2...
2	Manhattan	60,97890,016163,277103,24551,673142,745209,084...
3	Queens	191,105113,200171,576172,598169,190113,257247,...
4	Staten Island	175,756132,003160,209175,756132,003160,209175,...

	Borough	Neighborhood	Latitude	Longitude
0	Staten Island	St. George	40.644982	-74.079353
1	Staten Island	New Brighton	40.640615	-74.087017
2	Staten Island	Stapleton	40.626928	-74.077902
3	Staten Island	Rosebank	40.615305	-74.069805
4	Staten Island	West Brighton	40.631879	-74.107182

	Borough	Population
4	Staten Island	175,756132,003160,209175,756132,003160,209175,...
3	Queens	191,105113,200171,576172,598169,190113,257247,...
2	Manhattan	60,97890,016163,277103,24551,673142,745209,084...
1	Brooklyn	173,08399,617152,985112,634182,896104,709126,2...
0	Bronx	91,49752,24679,762146,441128,20083,268139,2861...

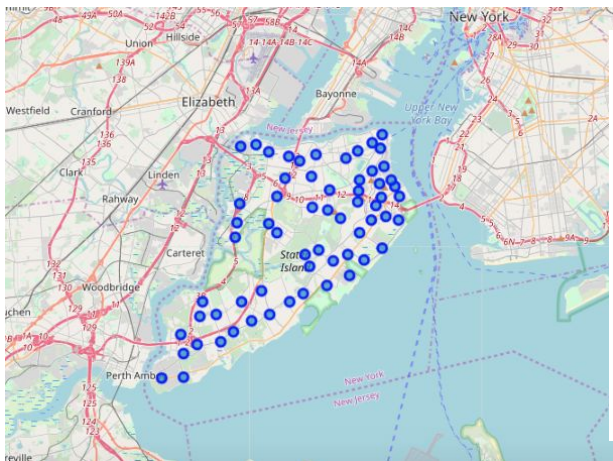
# Overview of Map in New York

the review of locations to remind the venues and neighborhoods that may impact to the set up location.



# Data Sample to Analyse

To pick up the nearby venue of Staten Island, we mostly see the samples of categories.



	name	categories	lat	lng
0	A&S Pizzeria	Pizza Place	40.643940	-74.077626
1	Beso	Tapas Restaurant	40.643306	-74.076508
2	Richmond County Bank Ballpark	Baseball Stadium	40.645056	-74.076864
3	Staten Island September 11 Memorial	Monument / Landmark	40.646767	-74.076510
4	Nike Factory Store	Sporting Goods Shop	40.645753	-74.077702

at St. George area, there are including categories: Pizza, Tapas, Stadium, Landmark, Sport Goods

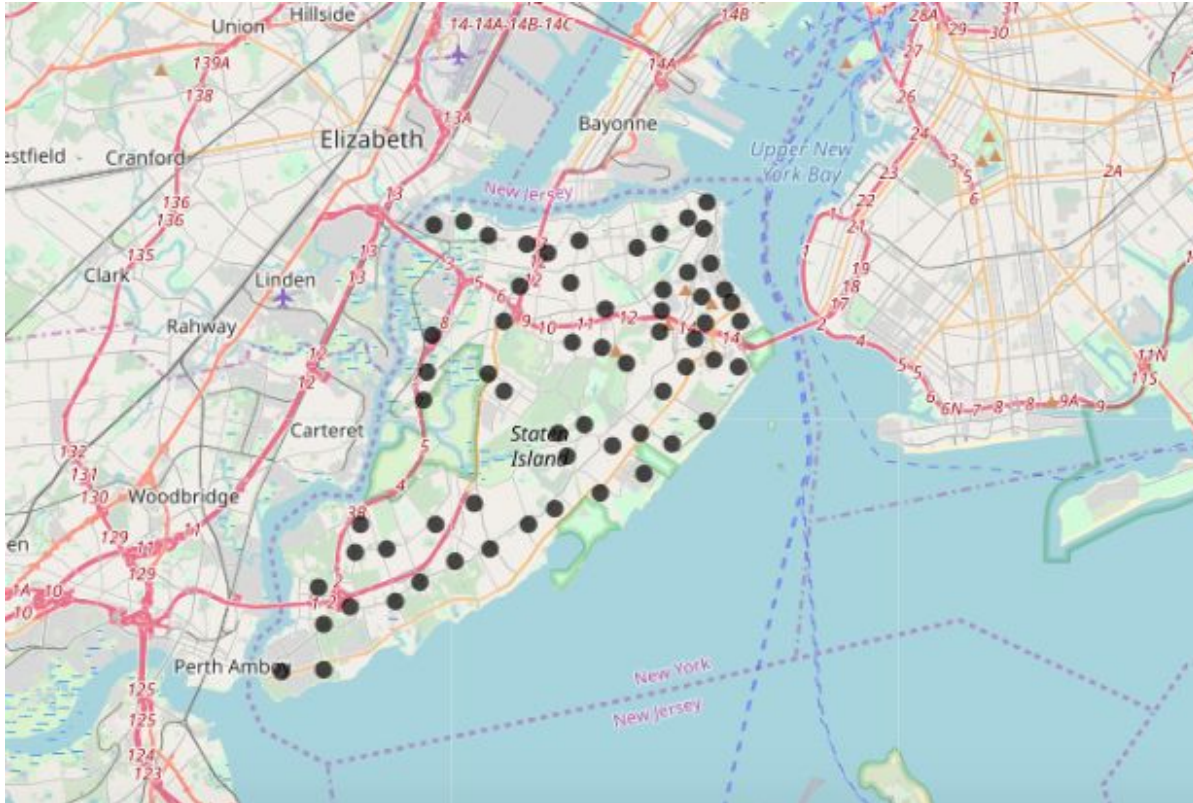
# Analysing the landscape of categories

	Neighborhood	1st Most Common Venue	2nd Most Common Venue	3rd Most Common Venue	4th Most Common Venue	5th Most Common Venue	6th Most Common Venue	7th Most Common Venue	8th Most Common Venue	9th Most Common Venue	10th Most Common Venue
0	Annadale	Bakery	Dance Studio	Pizza Place	Sushi Restaurant	Park	Restaurant	Sports Bar	Diner	Train Station	Food & Drink Shop
1	Arden Heights	Pharmacy	Bus Stop	Coffee Shop	Pizza Place	Event Space	Food & Drink Shop	Food	Flower Shop	Fish & Chips Shop	Filipino Restaurant
2	Arlington	Deli / Bodega	Bus Stop	Boat or Ferry	Coffee Shop	Grocery Store	Fast Food Restaurant	Food Truck	Food & Drink Shop	Food	Flower Shop
3	Arrochar	Bus Stop	Deli / Bodega	Italian Restaurant	Food Truck	Polish Restaurant	Outdoors & Recreation	Supermarket	Middle Eastern Restaurant	Sandwich Place	Bagel Shop
4	Bay Terrace	Supermarket	Insurance Office	Italian Restaurant	Train Station	Salon / Barbershop	Donut Shop	Sushi Restaurant	Shipping Store	Wings Joint	Event Space

	Borough	Neighborhood	Latitude	Longitude	Cluster Labels	1st Most Common Venue	2nd Most Common Venue	3rd Most Common Venue	4th Most Common Venue	5th Most Common Venue	6th Most Common Venue	7th Most Common Venue	8th Most Common Venue	9th Most Common Venue	10th Most Common Venue
0	Staten Island	St. George	40.644982	-74.079353	0.0	Clothing Store	Bar	Sporting Goods Shop	Italian Restaurant	Plaza	Scenic Lookout	Burger Joint	Farmers Market	Coffee Shop	Donut Shop
1	Staten Island	New Brighton	40.640615	-74.087017	3.0	Bus Stop	Park	Bowling Alley	Discount Store	Home Service	Playground	Fast Food Restaurant	Food Truck	Food & Drink Shop	Food
2	Staten Island	Stapleton	40.626928	-74.077902	0.0	Discount Store	Pizza Place	Mexican Restaurant	Bank	Sandwich Place	Residential Building (Apartment / Condo)	Skate Park	Motorcycle Shop	Fast Food Restaurant	Restaurant
3	Staten Island	Rosebank	40.615305	-74.069805	0.0	Pizza Place	Grocery Store	Italian Restaurant	Pharmacy	Cosmetics Shop	Discount Store	Eastern European Restaurant	Restaurant	Sandwich Place	Filipino Restaurant
4	Staten Island	West Brighton	40.631879	-74.107182	0.0	Coffee Shop	Sandwich Place	American Restaurant	Italian Restaurant	Music Store	Bank	Bar	Wings Joint	Burger Joint	Mexican Restaurant



# Map - Cluster - Final Review - Staten Island Borough





# Conclusion

**Staten Island** is the potential Borough of New York to think of establishing business. However, it's cluster of categories and neighborhoods are the most concerns. While Restaurants are too diversified, some other categories are less competitive. This exercise to show out the strategic location of New York's Boroughs and its neighborhoods. Strategic location in line with population is Staten Island with high competition of F&B. Business Owner should consider more the Business Model and type of F&B to enter the market.

THANK YOU!