Choosing location for a new grocery store

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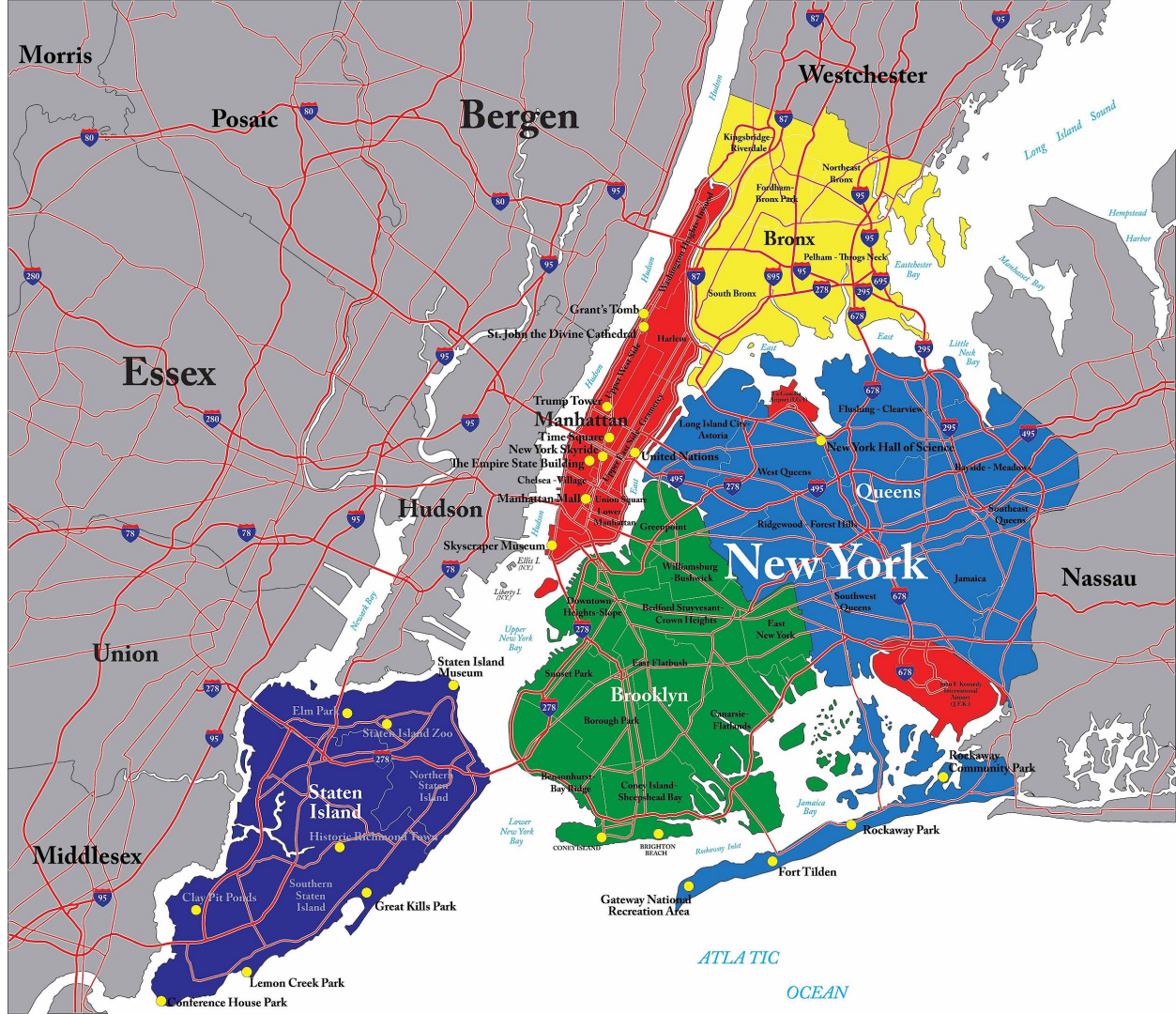
Introduction

 I am an investor with experience in retail business and seeking opportunities to open a new grocery store in New York City.

Problem
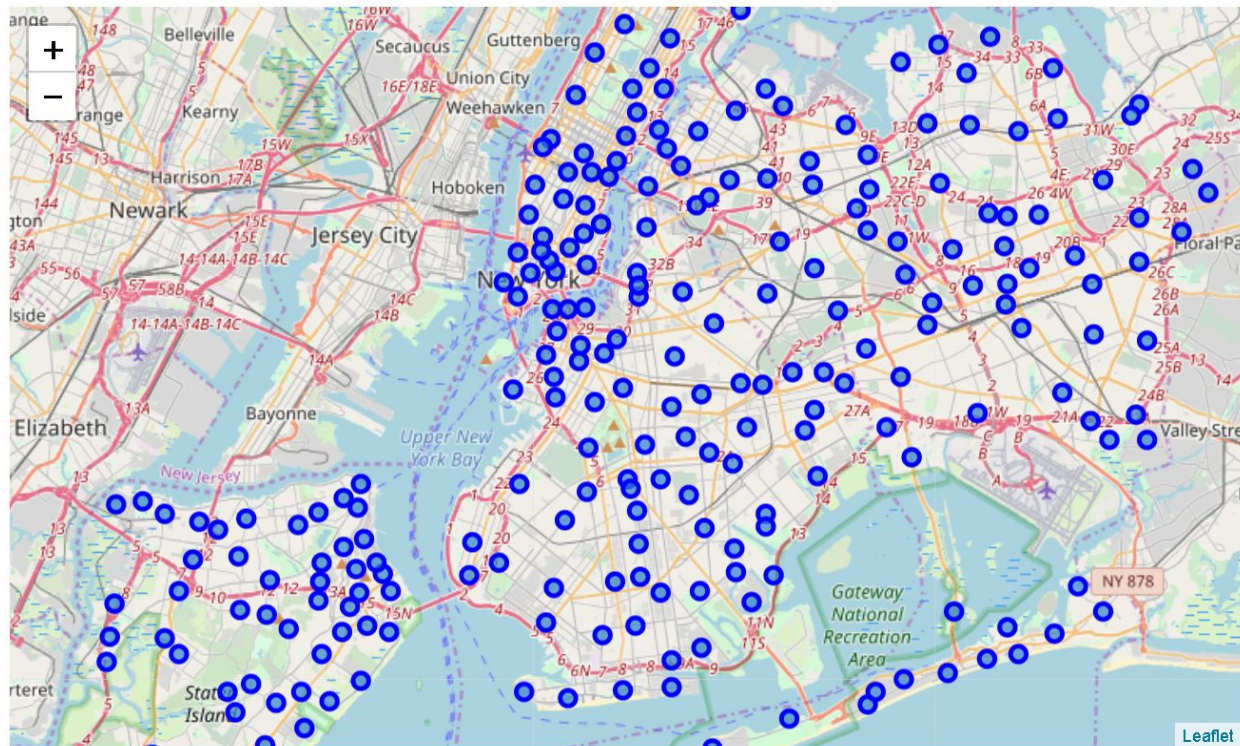
where is the best place to open my new store ?

Data

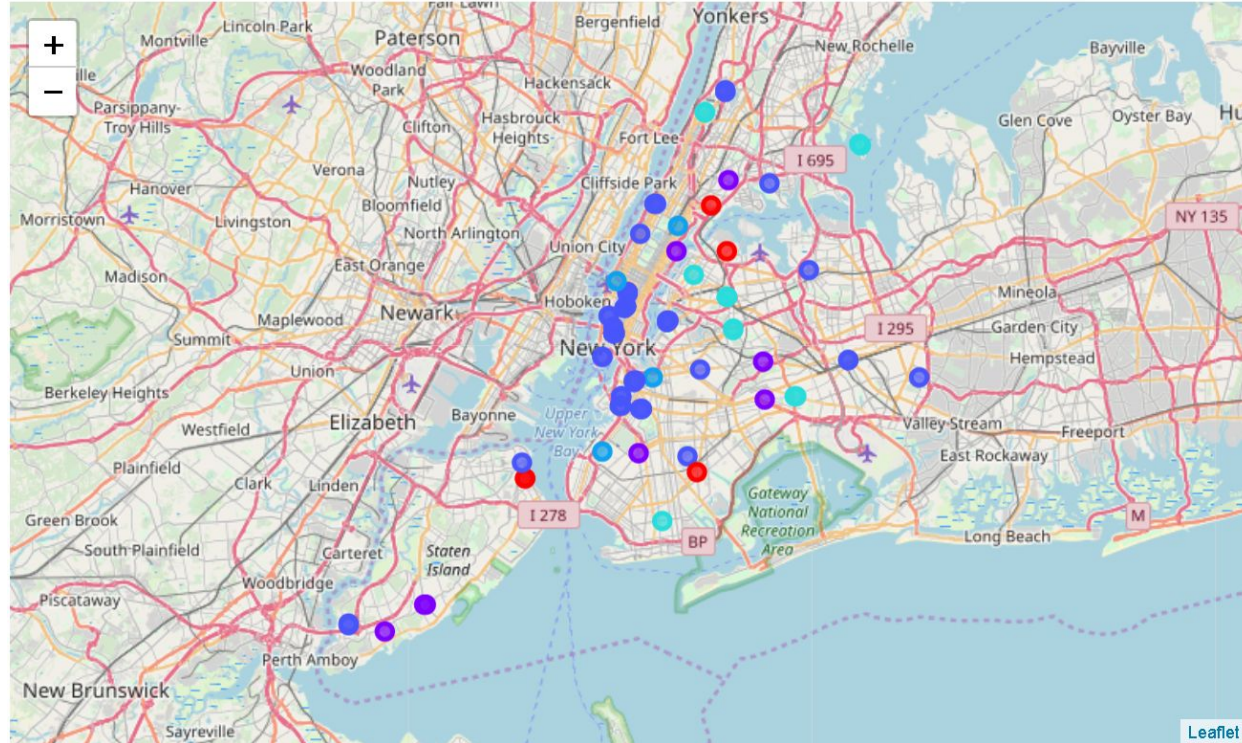Course data + Foursquare

Neighbourhoods in NYC

Venue within 100 m of
each neighbourhood

Methodology and Results

Using K means algorithm

5 cluster was found

Discussion

Cluster 5 with cyan dot represent the most suitable neighbourhood for grocery store.