

Opening a tourist-based café in Manhattan

Finding the optimum location to open a new tourist based café in
Manhattan

Importance of finding the right location

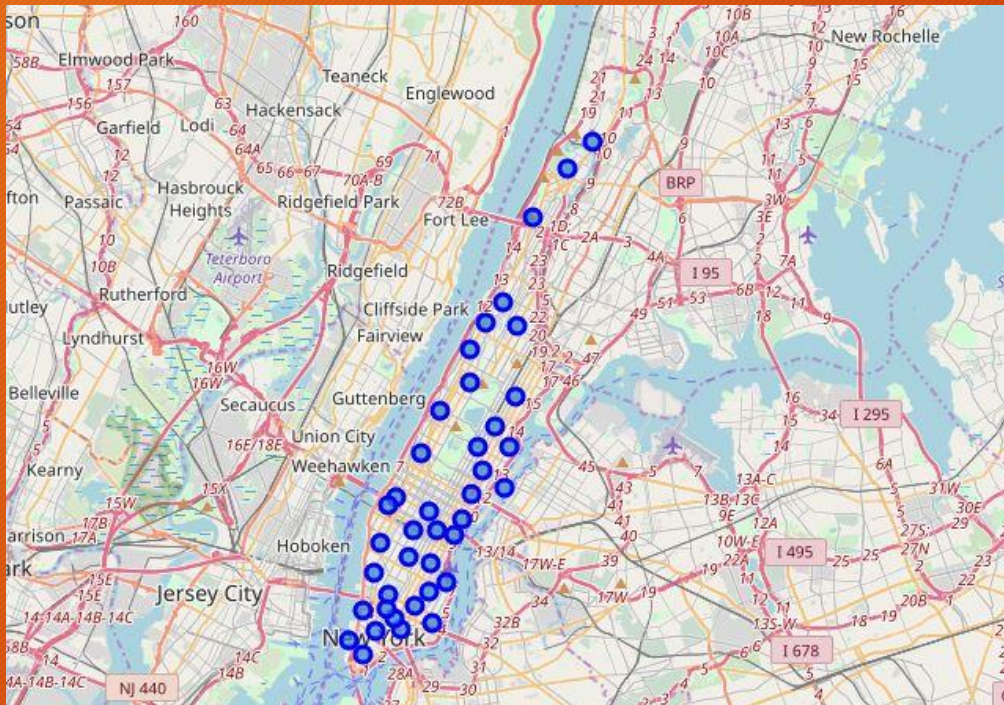
- Its important to identify the right locations to open any new business
- In this case, the owner wants to open a café which is aimed at serving tourists
- Thus, two parameters become very important
 - Finding locations which have tourists spots
 - Entering a location which is not already very crowded

Data download and cleansing

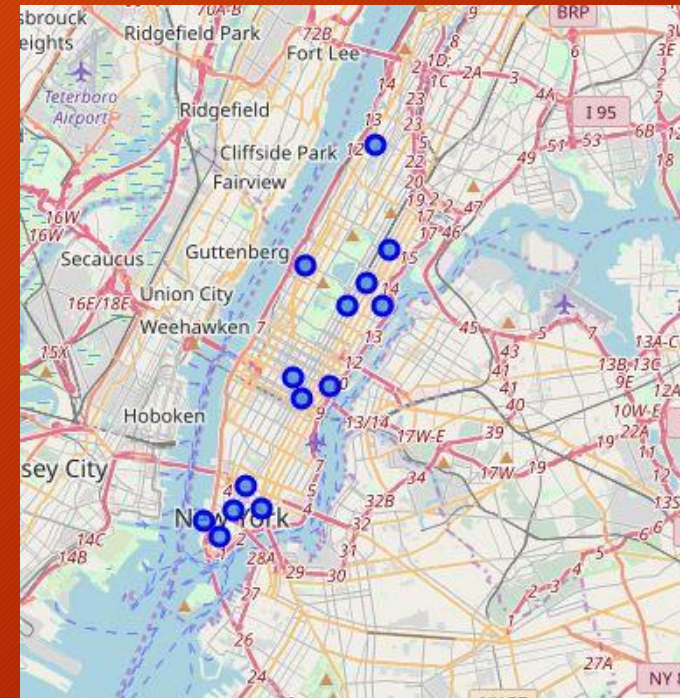
- Following data sources were used to extract/generate the required information:
 - Manhattan locations extracted from existing data shared during the previous courses
 - Various venues explored and tourist places + cafes in every neighborhood using **Foursquare API**
 - Initially top tourist areas were identified, post which café data was analyzed and ideal locations were found

Maps - Initial Maps

All Manhattan
locations

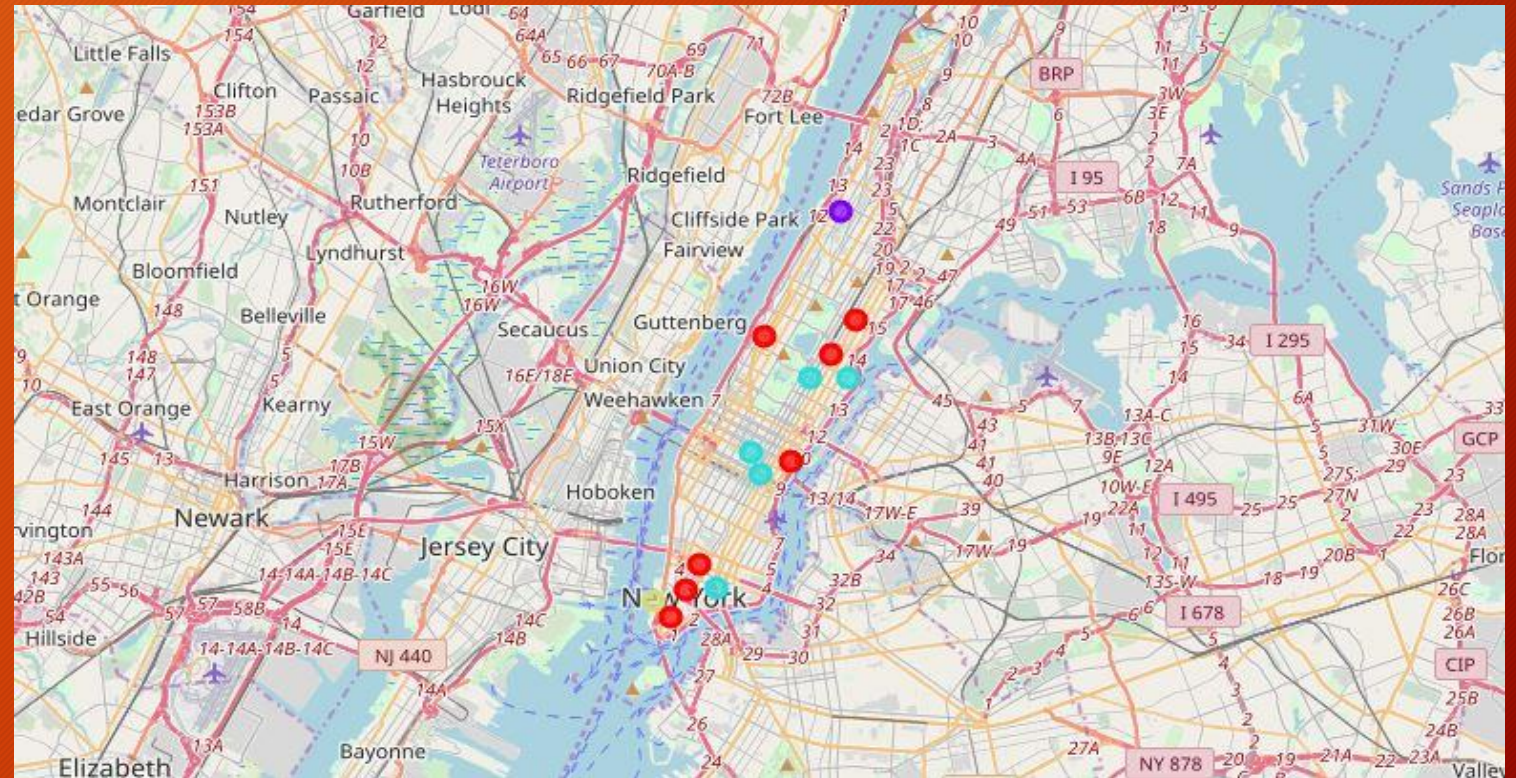


Locations with Tourist
Attractions

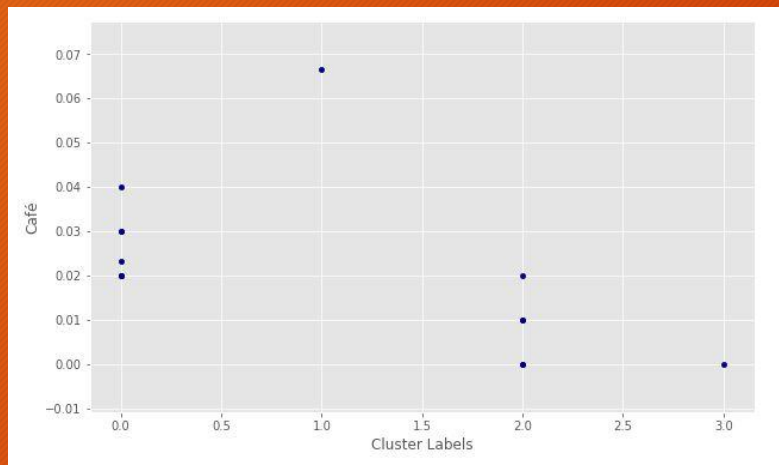
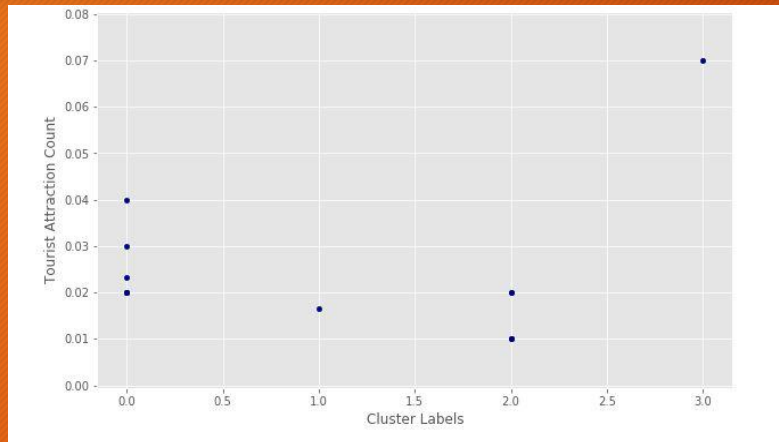


Clustered Locations

These were the 4
clusters of locations
created



Properties of Clusters



Based on the scatter plots we can thus define the clusters as -

Cluster 0 - Medium number of tourist attractions and medium number of cafes

Cluster 1 - Large Number of Cafes but low tourist attractions

Cluster 2 - Less tourist attraction and less cafes

Cluster 3 - Large number of tourist attraction and very few cafes

Result & Recommendations



Cluster Labels	Neighborhood	Café	Tourist Attraction Count
0	3	Battery Park City	0.000000 0.070000
1	0	Carnegie Hill	0.040000 0.020000
2	2	Chinatown	0.000000 0.020000
3	0	Civic Center	0.020000 0.020000
4	0	East Harlem	0.023256 0.023256
5	0	Financial District	0.030000 0.040000
6	1	Hamilton Heights	0.066667 0.016667
7	2	Midtown	0.020000 0.010000
8	2	Murray Hill	0.000000 0.010000
9	0	Soho	0.020000 0.020000
10	0	Turtle Bay	0.030000 0.020000
11	2	Upper East Side	0.010000 0.020000
12	0	Upper West Side	0.020000 0.030000
13	2	Yorkville	0.010000 0.010000

Thus, Battery Park City is the best place to open this Café since it has a high number of tourist spots, but a less number of existing cafes

Future Directions

- Further analysis in this could be -
 - Identifying the exact address to open the café based on cost of property, etc
 - Studying tourist trends, preferences to decide the menu of the café
 - Creating café theme based on maximum kind of tourists likely to visit.
- The applications of data science techniques are numerous and provide great value to solve a large number of problems in every day life.