

FINDING THE BEST PLACE TO
OPEN A PIZZA SHOP

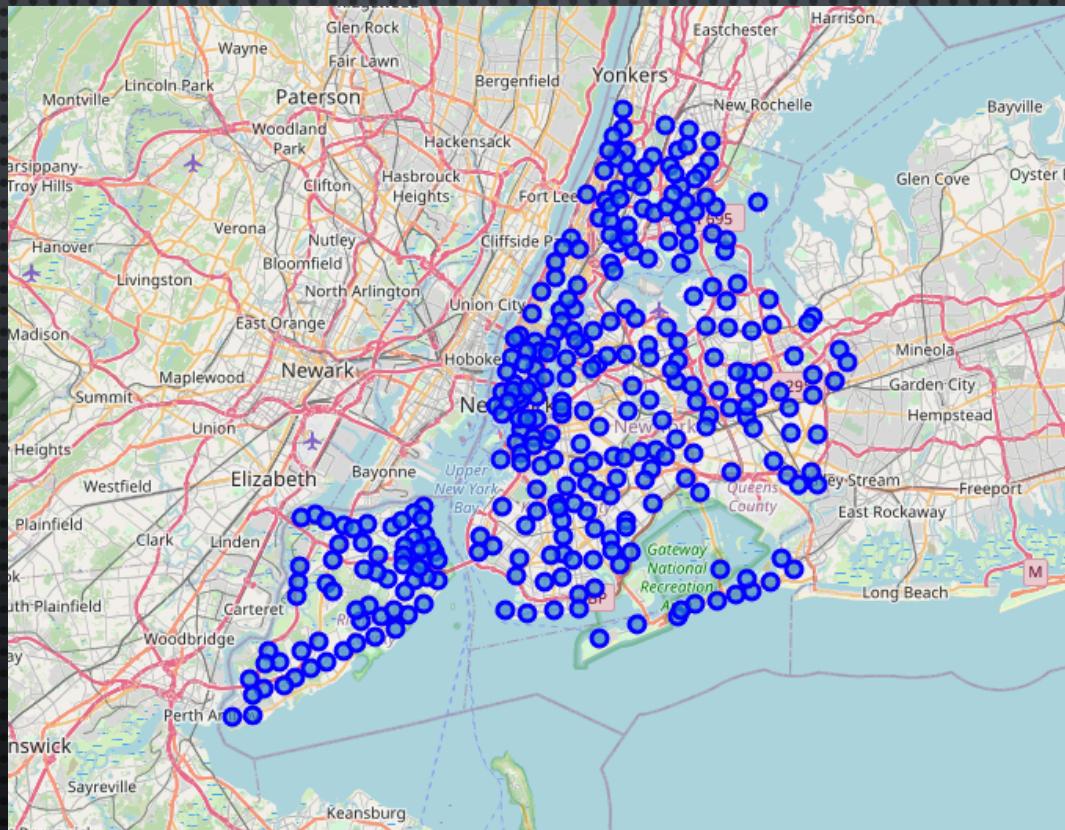
MARIO IS SETTING UP SHOP IN QUEENS

- MARIO IS MOVING FROM ITALY AND WANTS TO DOMINATE THE NYC PIZZA SCENE.
- ALL ENTREPRENEURS CAN BE BENEFIT FROM ANALYSIS OF WHERE TO OPEN THEIR SHOPS.
- QUEENS IS FAMOUS FOR THEIR PIZZA AND MARIO WANTS TO BE IN THE MOST COMPETITIVE OF ITS NEIGHBORHOODS.

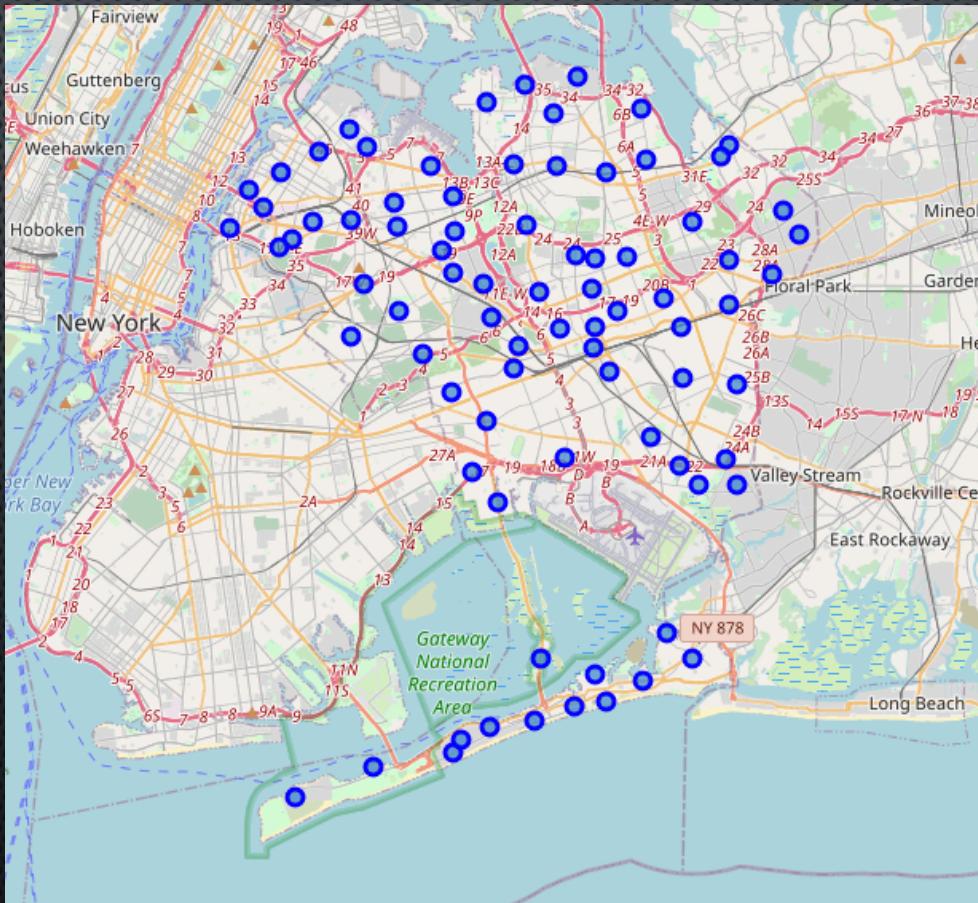
DATA ACQUISITION AND CLEANING

- NYC BOROUGH AND NEIGHBORHOOD DATA INCLUDING COORDINATE DATA FOR MAPPING WAS SOURCED FROM [HTTPS://GEO.NYU.EDU/CATALOG/NYU_2451_34572](https://geo.nyu.edu/catalog/nyu_2451_34572)
- VENUE DATA FOR EACH OF THE 81 NEIGHBORHOODS OF QUEENS WERE OBTAINED USING THE API PROVIDED [HTTPS://FOURSQUARE.COM/](https://foursquare.com/)

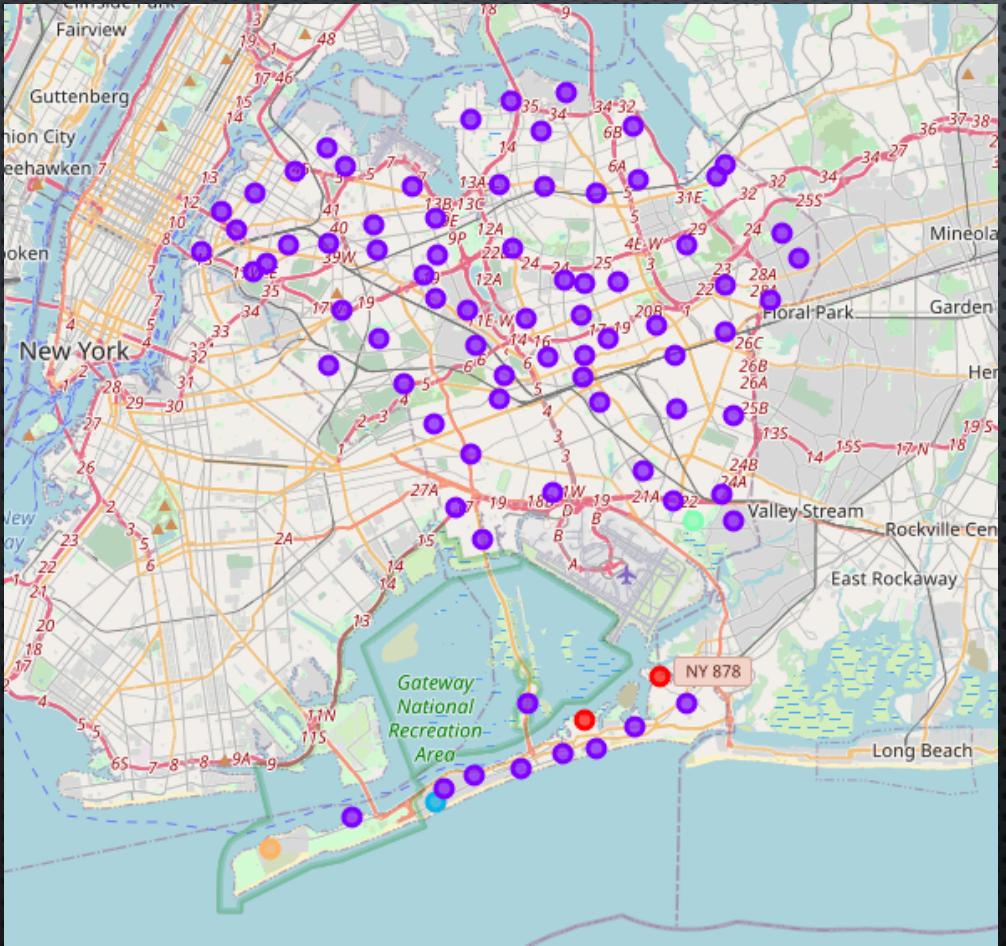
NEW YORK CITY NEIGHBORHOODS



QUEENS NEIGHBORHOODS

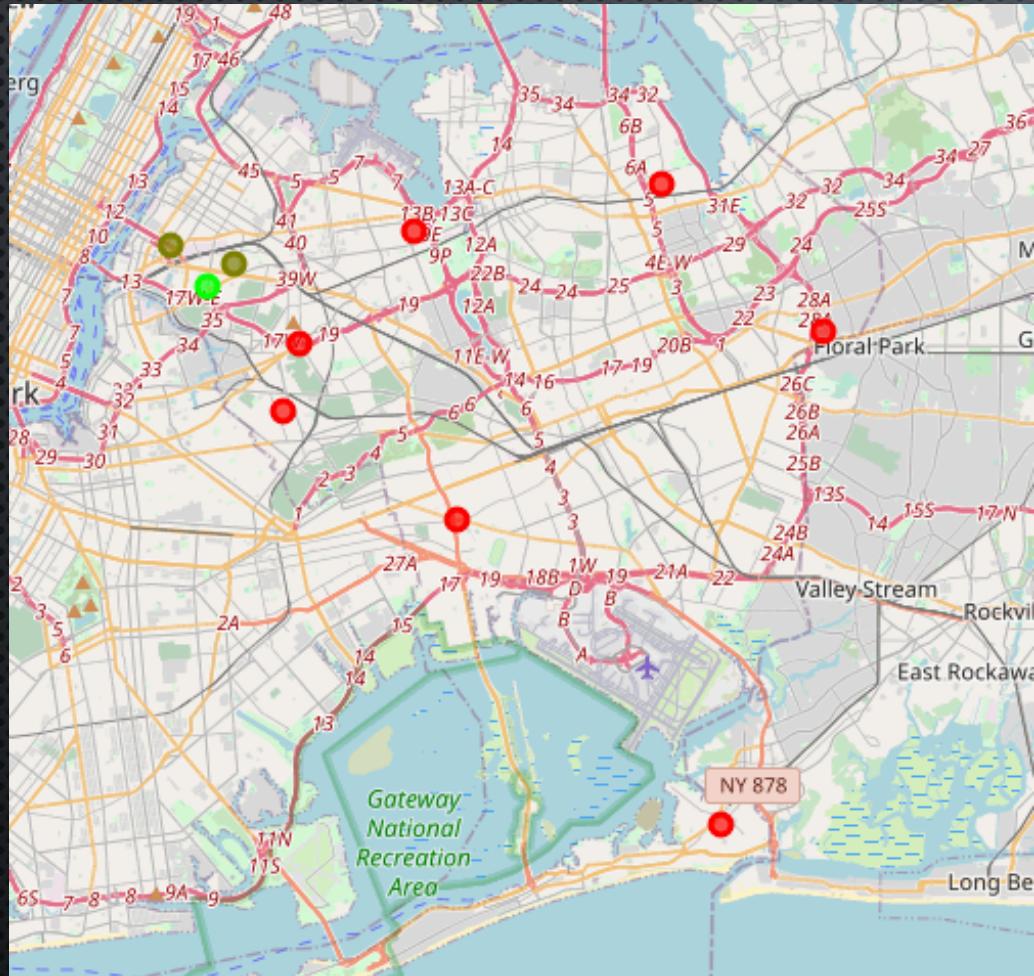


SEGMENTATION USING K-MEANS CLUSTERING



- PARKS
- RESTAURANTS
- BEACHES
- DELIS/BODEGAS
- MONUMENTS/LANDMARKS

TOP 10 NEIGHBORHOODS FOR PIZZA PLACES



- SUNNYSIDE – 5
- SUNNYSIDE GARDENS – 4
- LONG ISLAND CITY – 4
- RUNNER UPS – 3

MARIO IS OPENING UP SHOP IN SUNNYSIDE!

