



THE BATTLE OF NEIGHBORHOODS

CAPSTONE PROJECT

Introduction & Business Problem.

WELL ESTABLISHED RESTAURANT CHAIN FOR BULGARIAN TRADITIONAL FOOD IS LOOKING FOR AN OPPORTUNITY TO EXPAND ITS BUSINESS IN NORTH AMERICA. AS AN EMPLOYEE IT IS MY JOB TO ANALYZE BIG CITIES LIKE NEW YORK, SAN FRANCISCO, TORONTO ETC. AND PROPOSE A SUITABLE LOCATION FOR THE RESTAURANT. IN ORDER TO ACCOMPLISH THE TASK I NEED TO GATHER THE FOLLOWING INFORMATION:

1. GATHER INFORMATION ABOUT NEW YORK CITY BOROUGHES AND NEIGHBORHOODS.
2. LIST THE NEARBY VENUES LIKE RESTAURANTS, COFFEE SHOPS, SHOPPING CENTERS BUSINESS CENTERS.
3. DETERMINE MOST PREFERRED FOOD.
4. PINPOINT THE MOST SUITABLE PLACE TO OPEN A RESTAURANT IN MANHATTAN AND BROOKLYN.

Data

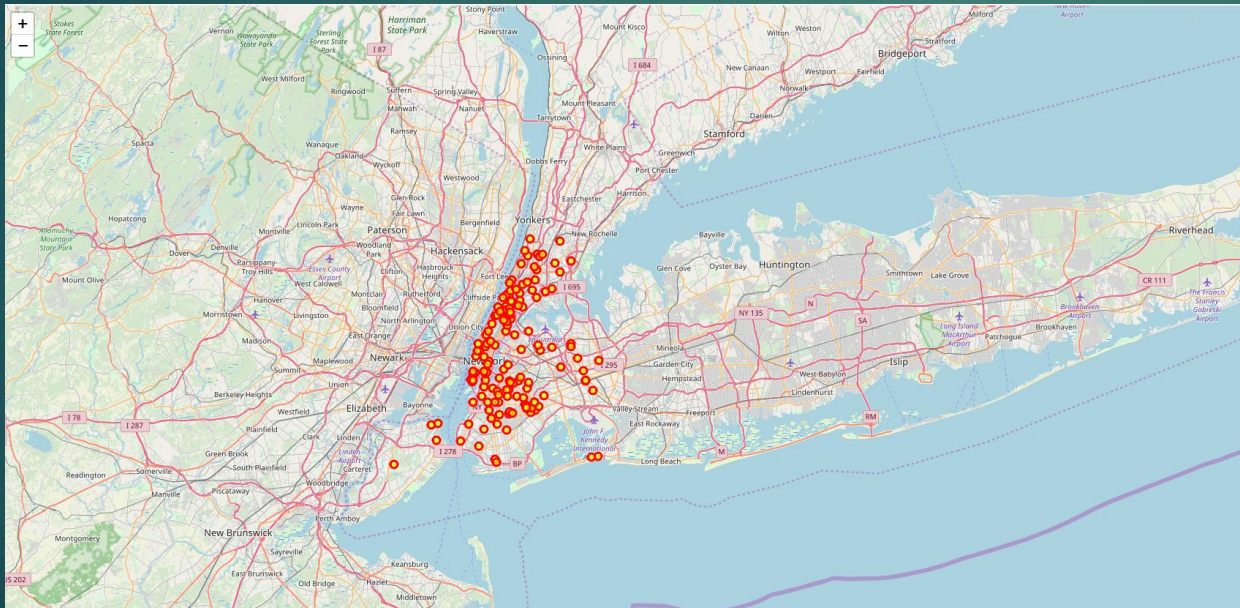
NEW YORK CITY COMPRISES 5 BOROUGHES SITTING WHERE THE HUDSON RIVER MEETS THE ATLANTIC OCEAN. AT ITS CORE IS MANHATTAN, A DENSELY POPULATED BOROUGH THAT'S AMONG THE WORLD'S MAJOR COMMERCIAL, FINANCIAL AND CULTURAL CENTERS. THE DATA FOR THE 5 BOROUGHES AND 306 NEIGHBORHOODS IS AVAILABLE AT [HTTPS://GEO.NYU.EDU/CATALOG/NYU_2451_34572](https://geo.nyu.edu/catalog/nyu_2451_34572).

	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

Data

LOCAL MARKET IS ALSO NEEDED IN ORDER TO ANALYZE THE AVAILABILITY OF NEEDED FOOD AND INGREDIENTS. IN THE BELOW LINK FARMER MARKET DATA IS GIVEN:

[HTTPS://DATA.CITYOFNEWYORK.US/DATASET/DOHMH-FARMERS-MARKETS-AND-FOOD-BOXES/8VWK-6IZ2](https://data.cityofnewyork.us/dataset/DOHMH-Farmers-Markets-and-Food-Boxes/8VWK-6IZ2)



Data

NEW YORK CITY DEMOGRAPHICS IS AVAILABLE AT
[HTTPS://EN.WIKIPEDIA.ORG/WIKI/DEMOGRAPHICS_OF_NEW_YORK_CITY](https://en.wikipedia.org/wiki/Demographics_of_New_York_City)

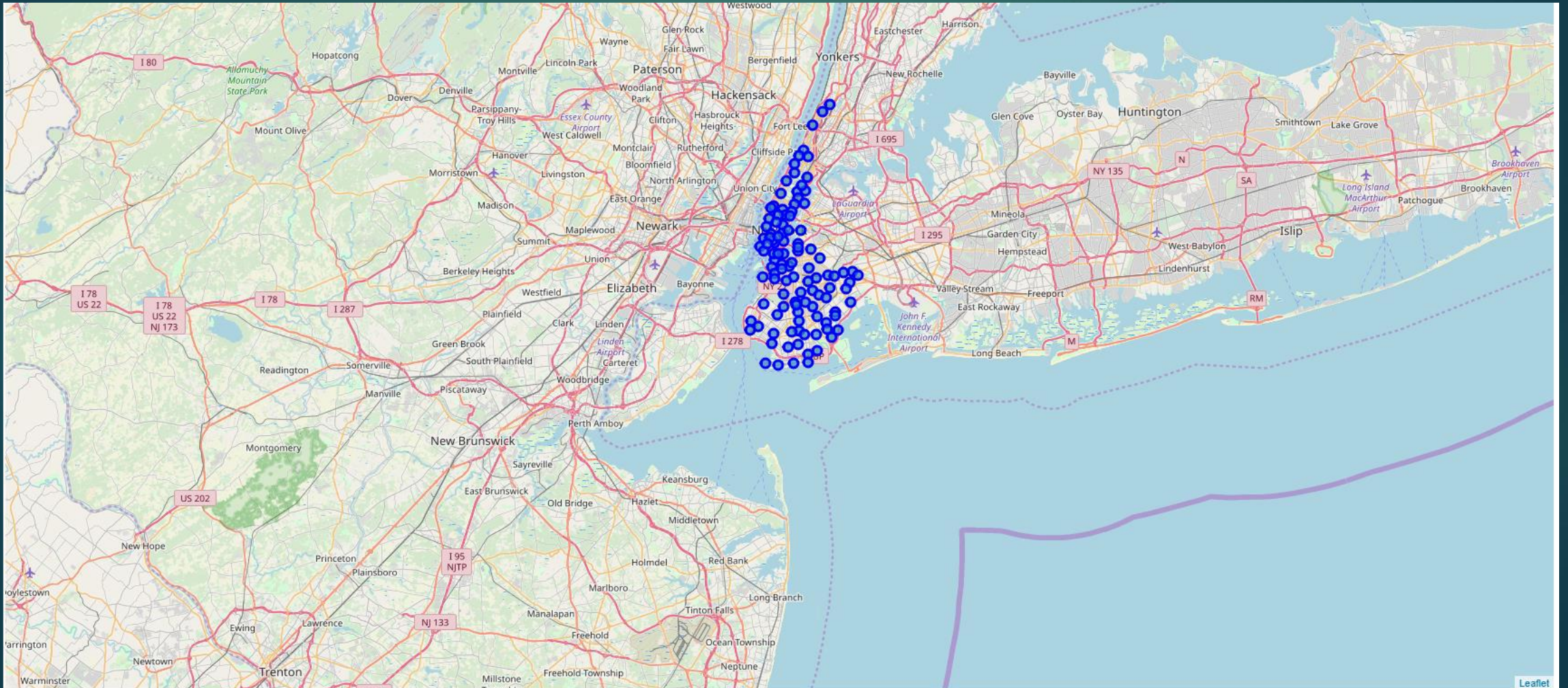
	Borough	County	Population	GDP(\$)	GDP(per capita)	square miles	square km	persons/sq. miles	person/sq. km.
0	The Bronx	Bronx	1,471,160	28.787	19,570	42.10	109.04	34,653	13,231
1	Brooklyn	Kings	2,648,771	63.303	23,900	70.82	183.42	37,137	14,649
2	Manhattan	New York	1,664,727	629.682	378,250	22.83	59.13	72,033	27,826
3	Queens	Queens	2,358,582	73.842	31,310	108.53	281.09	21,460	8,354
4	Staten Island	Richmond	479,458	11.249	23,460	58.37	151.18	8,112	3,132
5	City of New York		8,622,698	806.863	93,574	302.64	783.83	28,188	10,947
6	State of New York		19,849,399	1,547.116	78,354	47,214	122,284	416.4	159

Data

NEW YORK CITY RACIAL COMPOSITION IS AVAILABLE AT
[HTTPS://EN.WIKIPEDIA.ORG/WIKI/DEMOGRAPHICS_OF_NEW_YORK_CITY](https://en.wikipedia.org/wiki/Demographics_of_New_York_City)

	Racial composition	2010	1990	1970	1940
0	White	44.0%	52.3%	76.6%	93.6%
1	—Non-Hispanic	33.3%	43.2%	62.9% ^[249]	92.0%
2	Black or African American	25.5%	28.7%	21.1%	6.1%
3	Hispanic or Latino (of any race)	28.6%	24.4%	16.2% ^[249]	1.6%
4	Asian	12.7%	7.0%	1.2%	—

NEIGHBORHOODS IN MANHATTAN AND BROOKLYN



ANALYSIS OF MANHATTAN AND BROOKLYN

PREFERRED FOOD IN BROOKLYN

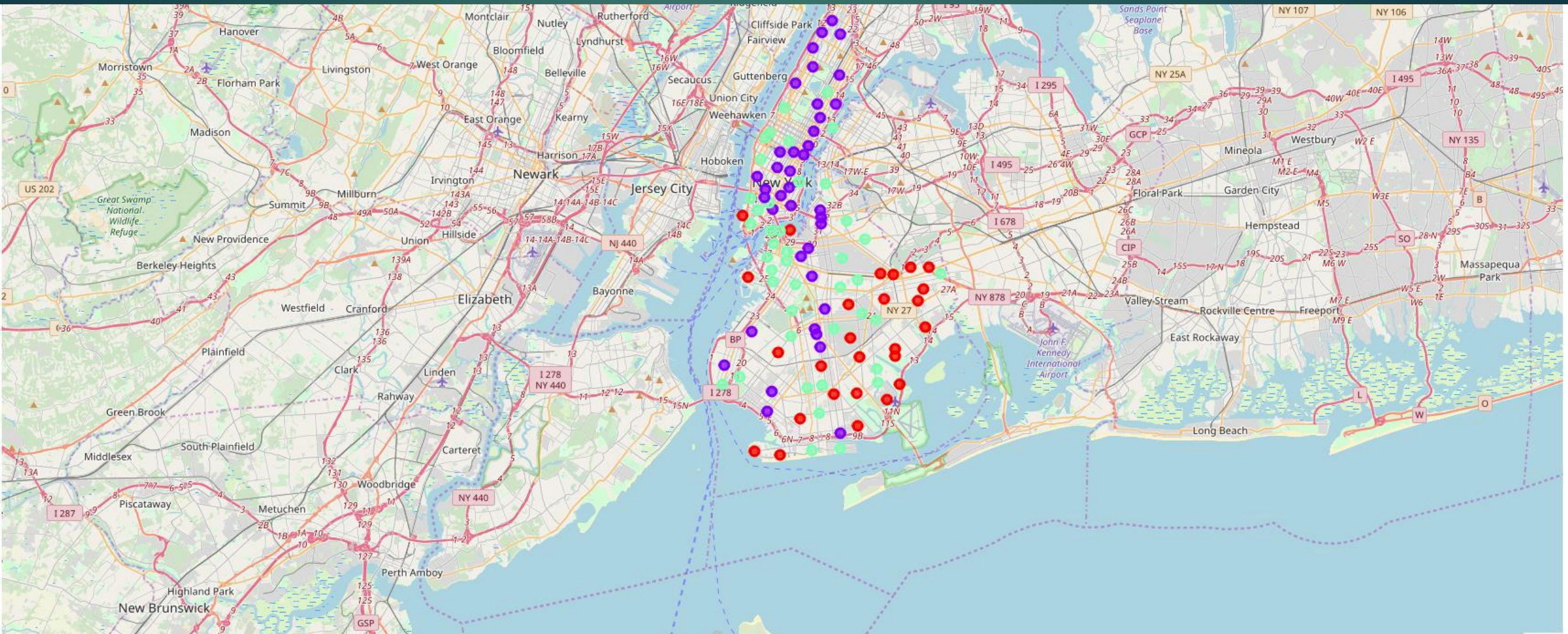


ANALYSIS OF MANHATTAN AND BROOKLYN

PREFERRED FOOD IN MANHATTAN



CLUSTERING VENUES IN MANHATTAN AND BROOKLYN



CONSLUSION

STARTING A NEW BUSINESS BY OPENING A NEW BALKAN FOOD RESTAURANT EITHER IN MANHATTAN OR BROOKLYN IS A BIG RISK, CONSIDERING THOSE BOROUGHES ARE HIGHLY SATURATED WITH RESTAURANTS AND MOST PEOPLE PREFER ITALIAN FOOD. IF A DECISION IS MADE TO OPEN A RESTAURANT IN THOSE AREAS IT SHOULD BE IN NEIGHBORHOODS THAT BELONG TO CLUSTER2.

FURTHER ANALYSIS OF OTHER NEW YORK CITY BOROUGHES SHOULD BE DONE IN ORDER TO FIND THE BEST PLACE TO OPEN A NEW RESTAURANT IN NEW YORK.