

THE BATTLE OF THE NEIGHBOURHOODS

-VENKATA

Which Neighbourhood is the Best?

- ❖ **Client looking to build an apartment building Something affordable for working millennials.**
- ❖ **Located in Manhattan**
 - **Near Financial District and Midtown**
- ❖ **Needs essentials venues in walking distance**
 - **Ex: coffee shops, gyms, restaurants, grocery stores, etc.**
- ❖ **East Harlem, Yorkville and Murray Hill fit best.**

Data

- ❖ **Foursquare API**
 - Information on venues
- ❖ **Geopy**
 - Longitude and Latitude for neighborhoods
- ❖ **StreetEasy**
 - Top 6 affordable neighbourhoods

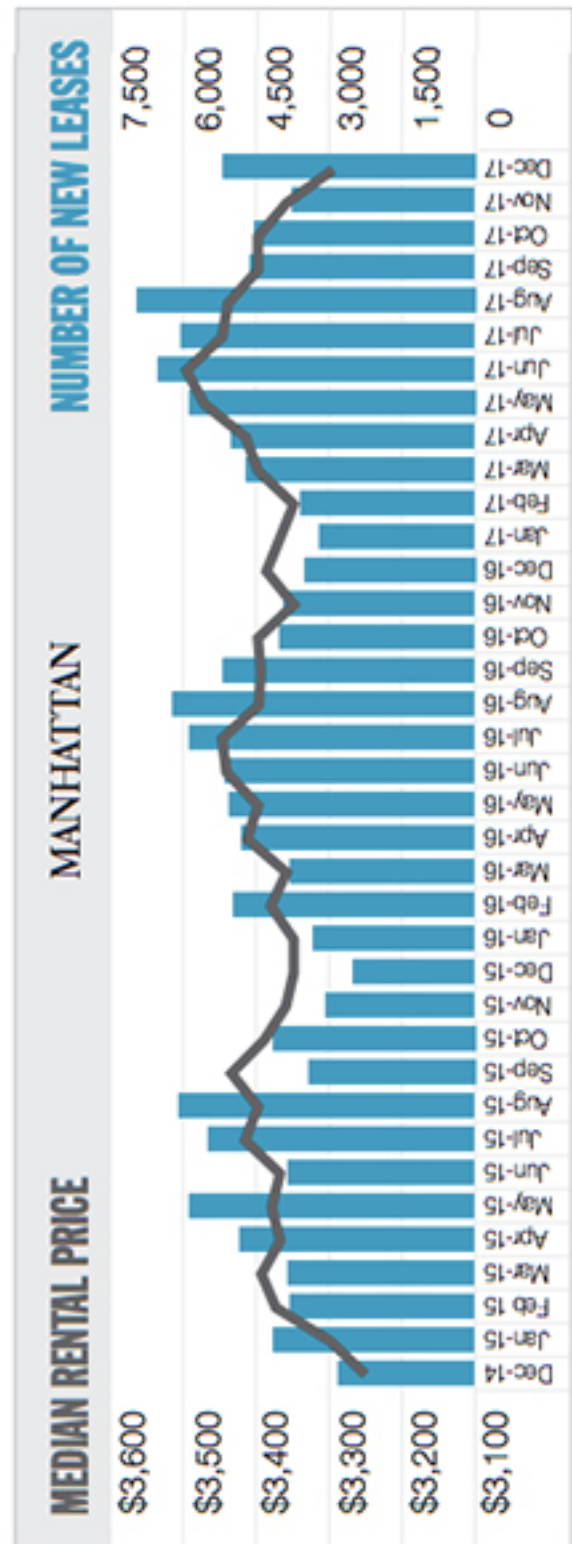


Image Courtesy:
<https://therealdeal.com/2018/02/08/rental-concessions-in-manhattan-hit-highest-level-in-8-years/>

Methodology

- ❖ Import data
- ❖ Create New York City data frame
- ❖ Narrow down to Manhattan
- ❖ Found closet venues, most common venues, and map

----Murray Hill----

	venue	freq
0	Coffee Shop	0.07
1	Hotel	0.06
2	Japanese Restaurant	0.05
3	Bar	0.04
4	Sandwich Place	0.04

	name	categories	lat	lng
0	Ippodo Tea Co.	Tea Room	40.749757	-73.977733
1	Kajitsu	Japanese Restaurant	40.749763	-73.977688
2	Perk Kafe	Coffee Shop	40.747768	-73.977363
3	Sons of Thunder	Hawaiian Restaurant	40.747970	-73.975751
4	Shake Shack	Burger Joint	40.749666	-73.975719

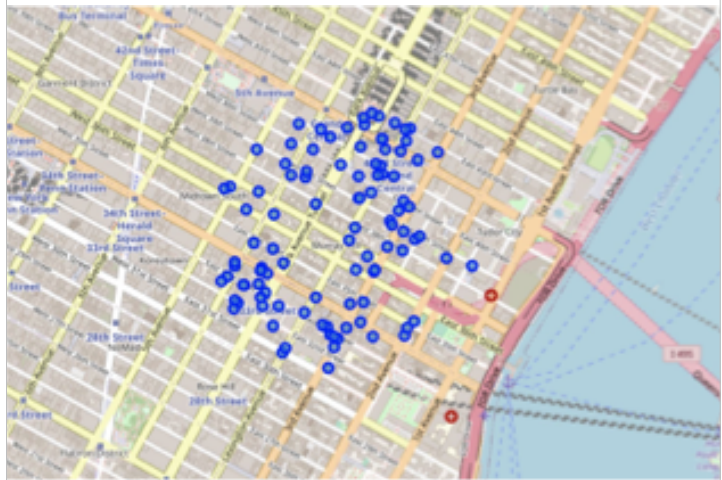
Results: Yorkville

- ❖ Located in the Upper East Side of Manhattan
- ❖ Closest venues: bagel shop, gym, wine shop, liquor shop, and diner
- ❖ Median rent: \$2,450
- ❖ Most common venues are Italian restaurants, coffee shops, gyms, and bodegas.



Results: Murray Hill

- ❖ Located on the east side of midtown
- ❖ Closest venues: a tea room, a Japanese restaurant, a coffee shop, and a Hawaiian restaurant
- ❖ Median rent: \$2,700
- ❖ Most common venues: coffee shops, sandwich places, Japanese restaurants, and hotels.



Results: Hamilton Heights

- ❖ Located near the top of the island, near West 145th street.
- ❖ Closest venues: two cocktail bars, a cafe, an Italian restaurant, and a yoga studio.
- ❖ Median rent: \$2,278
- ❖ Most common venues: pizza places, cafes, bodegas, and coffee shops.



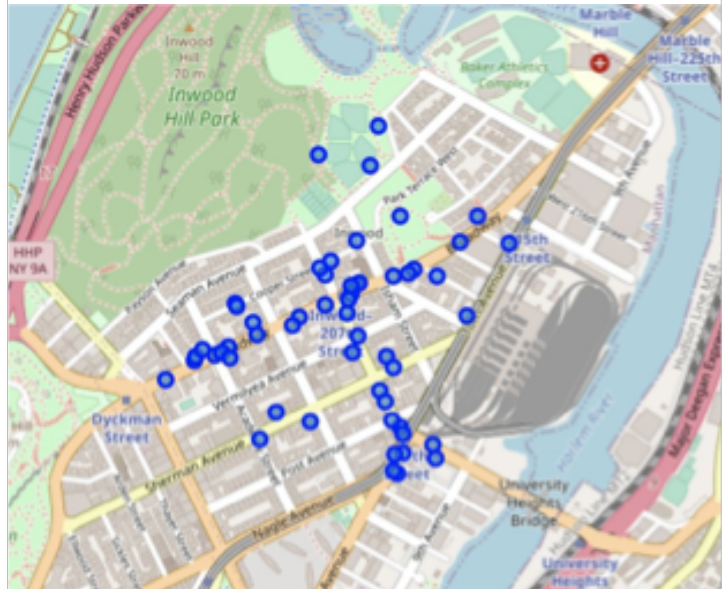
Results: East Harlem

- ❖ Located near the top right of Central Park
- ❖ Closest venues: a beer bar, a Mexican restaurant, a Latin American restaurant, and a bakery.
- ❖ Median rent: \$2,100
- ❖ Most common venues: Mexican restaurants, bakeries, Thai restaurants, and Latin American restaurants.



Results: Inwood

- ❖ Located at the very top of the island near the Bronx.
- ❖ Closest venues: a farmers market, a wine shop, a bakery, and a bodega.
- ❖ Median rent: \$1,850
- ❖ Most common venues: cafes, Mexican restaurants, restaurants, and lounges.



Results: Washington Heights

- ❖ **Located near the Trans Manhattan Expressway.**
- ❖ **Closest venues: a restaurant, a cafe, a bodega, and another cafe.**
- ❖ **Median rent: \$2,021**
- ❖ **Most common venues: cafes, bakeries, mobile phone shops, and bodegas**



Discussion

- ★ Inwood, Hamilton Heights and Washington Heights are too far away
- ★ East Harlem is far but lowest price
- ★ Yorkville is closer but the highest price and quiet neighbourhood.
- ★ Murray Hill is right in Midtown and near nightlife.

Conclusion

- ★ Many good neighbourhoods in New York
- ★ Important to know what qualities you want'
- ★ All 6 neighbourhoods had great venues
- ★ East Harlem, Murray Hill and Yorkville were best