**Optimal Delivery Job Location Analysis in NYC**

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**1. Introduction**

**1.1 Background**

The Coronavirus disease (COVID-19) is spreading all over the world nowadays. The disease has severely impacted people's living and working styles. Most people stay at home for more time than before. To reduce the risk of COVID-19, more and more people choose delivery service from restaurants, markets, et cetera, which makes a delivery man a hot job.

**1.2 Problem**

It is not easy to work between boroughs due to the long distance between different boroughs and time costs on transportation. The problem is how to find the optimal boroughs and neighborhoods as the main working area. This project is going to do an optimal delivery job location analysis in New York City (NYC).

**1.3 Interest**

This project should help those who lose their job during this time and are willing to work in this field. Give them a simple reference when they are choosing where to work as a delivery man. The prerequisite is, the delivery man should be healthy and protect him or herself well.

**2. Data**

**2.1 Data sources**

* COVID-19 information from <https://github.com/nychealth/coronavirusdata/blob/master/data-by-modzcta.csv>
* NYC neighborhoods geo dataset from <https://geo.nyu.edu/catalog/nyu_2451_34572>
* Geographic coordinate of candidate location will be obtained using **Google Maps API geocoding**.
* Number, type and location of venues will be obtained by **Foursquare API**.

**2.2 Data selection**

The data need to collect are:

* COVID-19 case information about NYC.
* Geographic data of neighborhoods and boroughs in NYC.
* Venues information in the candidate borough and neighborhoods.

**3. Methodology**

In the first step, we have collected the required **data: COVID-19 case number and geographical information of NYC.**

The second step is to find the most potential boroughs, according to the data above. According to the above information, the Queens borough has a high case and death number. The situation may cause public panic and more energetic stay at home thoughts which brings more delivery work. So, we define Queens as the most potential borough for delivery work.

In the third and final step, we will focus on the Queens borough. We will explore all neighborhoods by Foursquare API. TOP 10 venues in each neighborhood will be listed by taking the mean of the frequency of occurrence of each category for qualitative analysis, and neighborhood clusters will be mapped by using **k-means clustering.**

**The whole project uses the quantitive methodology to locate the principal borough and visualization methodology to narrow the range to neighborhoods. Lastly, use qualitative methodology to analyze the feasibility.**

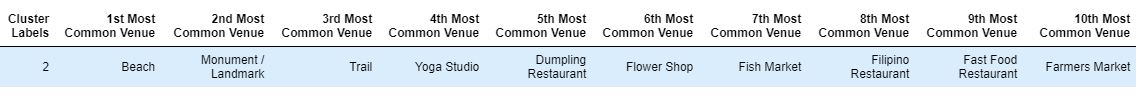
**4. Analysis**

We can get details of each cluster, like COVID-19 information and TOP10 venue in each neighborhood. Restaurants and varieties of stops and markets are the leading venues in all clusters. That means there are lots of merchants who may need to provide delivery service.

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From the cluster map, we know that cluster 2 is far away from other clusters. From the venue table below, we see that the first four most common venues in cluster 2 cannot provide delivery service. So, the optimal location to work as a delivery man should be in cluster 0, 1, 3, 4.



**5. Results and Discussion**

The result is neighborhoods in three clusters. Each neighborhood has different common venues, and TOP10 venues are listed. More restaurants, shops, and markets mean more potential delivery work opportunities. The COVID-19 information in each neighborhood can remind the delivery man to be aware of the situation.

**6. Conclusion**

Purpose of this project was to combine existing COVID-19 data with data get from Foursquare API to give a guide to people who is willing to find a delivery man job as many people lose their job nowadays and delivery man becomes a hot job.

The project is simplified cause some COVID-19 data do not have corresponding neighborhoods, so neighborhoods without COVID-19 data and COVID-19 data without geographic coordinates are deleted from the candidate.

For further study, the project could be improved by geocoding all COVID-19 data so more data could be used.