

The Battles of Neighborhoods

Introduction – Business Problem

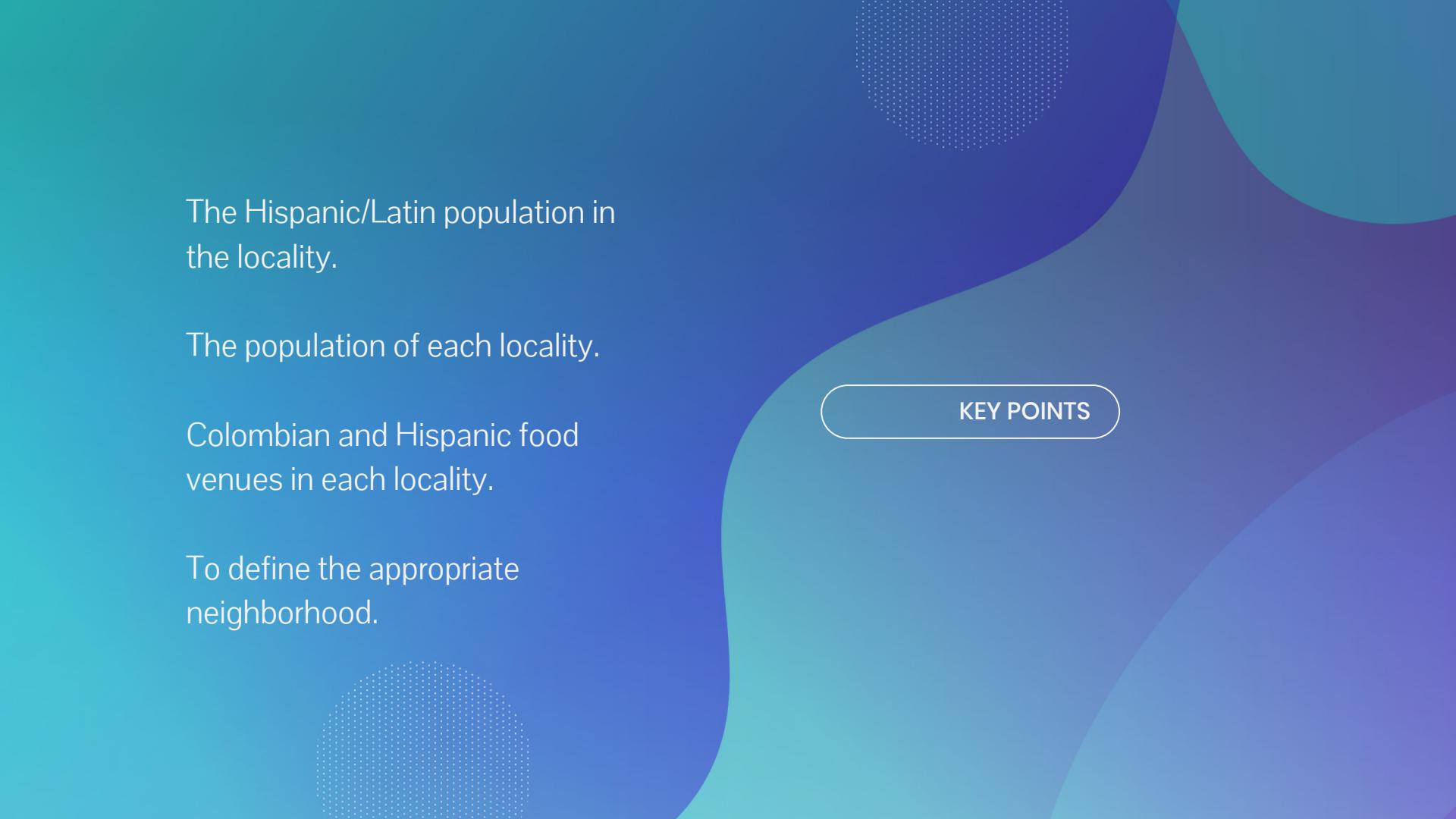
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INTRODUCTION

Colombia Mágica is a Colombian restaurant chain with over 12 years in the market and with positioning in the main cities of the country.

The owners have been decided to open a franchise in the USA, understanding that in this country there is a growing colony of Hispanics, thus Colombian people. They chose New York city based on the economy and the development importance for the country.

The stakeholders want to know who is going to be their competency and the localities recommended by our team.



The Hispanic/Latin population in
the locality.

The population of each locality.

Colombian and Hispanic food
venues in each locality.

To define the appropriate
neighborhood.



KEY POINTS