

# THE BATTLE OF THE NEIGHBORHOODS

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# INTRODUCTION

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- Business Problem:
  - Easy to replicate
  - Low competitive
  - High demand
- Success Criteria
  - Best neighborhood which meets above criteria

# DATA DESCRIPTION I

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	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 DESCRIPTION 2

	FacilityName	Service Category	Service_Type	Address	Address_2	Borough	ZipCode	Latitude	Longitude	AdditionalInfo	StartDate	EndDate	Monday	Tuesday	Wednesday	Thursday
0	Inwood Park Greenmarket	Farmers Markets and Food Boxes	Farmers Markets	Islem St bet Seaman & Cooper	NaN	Manhattan	10034	40.869009	-73.920320	Open year-round	NaN	NaN	NaN	NaN	NaN	NaN
1	82nd Street Greenmarket	Farmers Markets and Food Boxes	Farmers Markets	82nd St bet 1st & York Aves	NaN	Manhattan	10028	40.773448	-73.948954	Open year-round	NaN	NaN	NaN	NaN	NaN	NaN
3	125th Street Farmers Market	Farmers Markets and Food Boxes	Farmers Markets	125th St & Adam Clayton Powell Jr Blvd	NaN	Manhattan	10027	40.808981	-73.948327	Market open dates: 6/13/2017 to 11/21/2017	06/13/2017	11/21/2017	NaN	10am-7pm	NaN	NaN
4	170 Farm Stand	Farmers Markets and Food Boxes	Farmers Markets	170th St & Townsend Ave	NaN	Bronx	10452	40.840095	-73.916027	Market open dates: 7/5/2017 to 11/22/2017	07/05/2017	11/22/2017	NaN	NaN	2:30pm-6:30pm	NaN
5	175th Street Greenmarket	Farmers Markets and Food Boxes	Farmers Markets	175th St bet Watoworth Ave & Broadway	NaN	Manhattan	10033	40.845956	-73.937813	Market open dates: 6/29/2017 to 11/30/2017	06/29/2017	11/30/2017	NaN	NaN	NaN	8am-5pm

# DATA DESCRIPTION 3

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	Racialcomposition	2010	1990	1970	1940
0	White	44.0%	52.3%	76.6%	93.6%
1	—Non-Hispanic	33.3%	43.2%	62.9%	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%	1.6%
4	Asian	12.7%	7.0%	1.2%	—

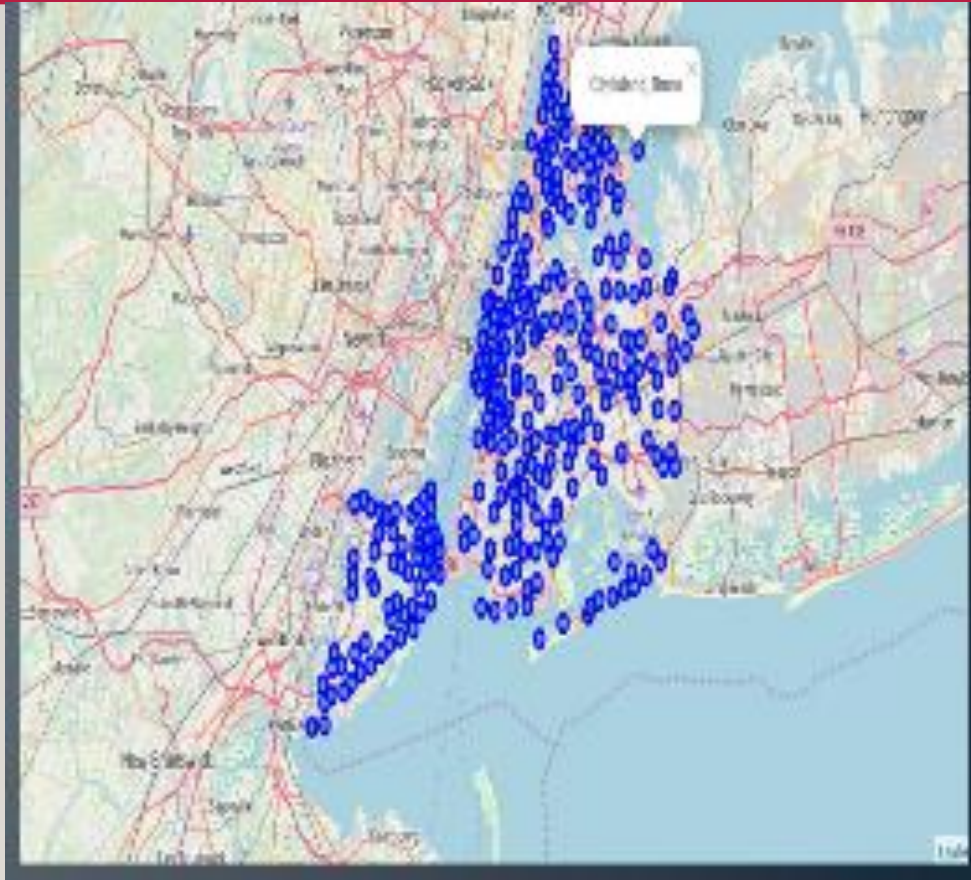


# DATA DESCRIPTION 4

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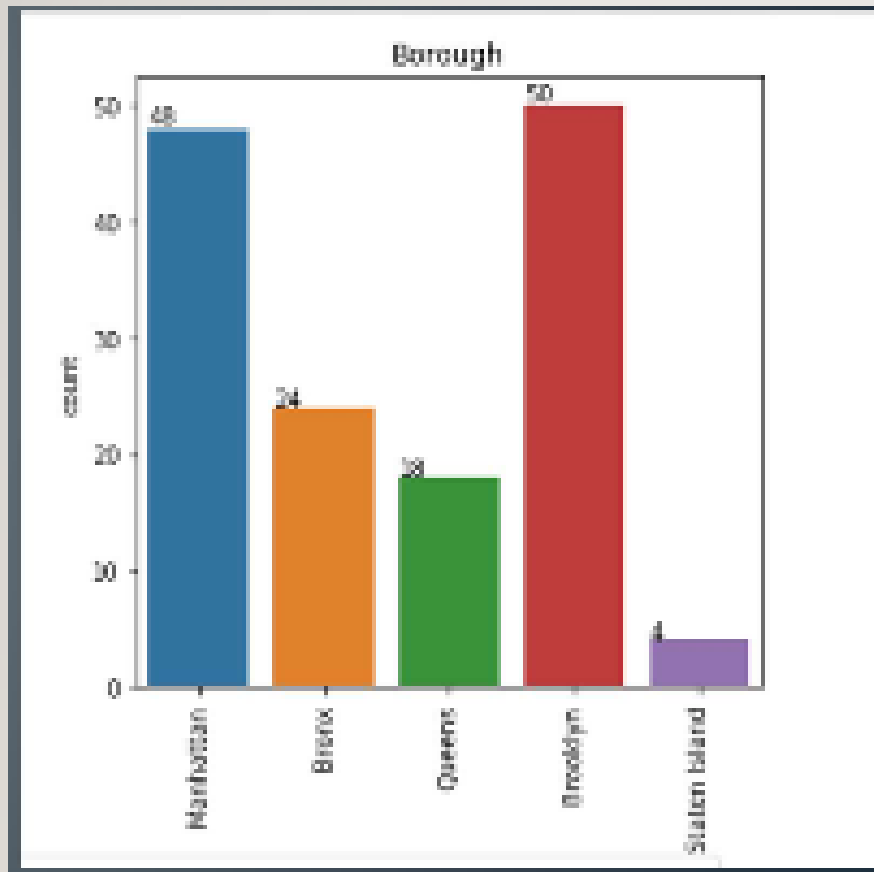
	Neighborhood	NeighborhoodLatitude	NeighborhoodLongitude	Venue	VenueLatitude	VenueLongitude	VenueCategory
0	Wakefield	40.894705	-73.847201	Lollipops Gelato	40.894123	-73.845892	Dessert Shop
1	Wakefield	40.894705	-73.847201	Ripe Kitchen & Bar	40.896152	-73.836875	Caribbean Restaurant
2	Wakefield	40.894705	-73.847201	Jackie's West Indian Bakery	40.899283	-73.843310	Caribbean Restaurant
3	Wakefield	40.894705	-73.847201	All's Rod Shop	40.894035	-73.856935	Caribbean Restaurant
4	Wakefield	40.894705	-73.847201	Rite Aid	40.896521	-73.844680	Pharmacy

# METHODOLOGY I



# METHODOLOGY 2

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# RESULT

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- Cluster 0: the total and total sum of cluster0 has the smallest value. It shows the market is saturated.
- Cluster1: the total and total sum of cluster1 has the highest value. It shows the markets are saturated. The number of restaurants are very high.
- Hence, there are no neighborhoods in Brooklyn and Manhattan



# DISCUSSION

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- There is scope to increase Farmers markets in other places, not in Brooklyn or Manhattan
- There is scope to explore cuisines of various countries.
- In Manhattan and Brooklyn restaurants of cuisines of many countries are available. It shows that people love eating cuisines of various countries

# CONCLUSION

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- It is performed on limited data; hence it could be right or wrong. However, the available data could show the reasonable result. If there is many restaurants, it could have lots of demand. Brooklyn and Manhattan has high percentage of restaurant business. Hence, it is a very competitive market.