# The Battle of the Neighborhoods - Week 1

**Determining Strategic Locations for an Ethiopian Restaurant in New York City**

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# Introduction: Business Problem

Problem Background:

New York City is the most populous city in the United States. New York City is also the most densely populated major city in the United States. The city has been described as the cultural, financial, and media capital of the world, significantly influencing commerce, entertainment, research, technology, education, politics, tourism, art, fashion, and sports. The city is composed of five boroughs, each of which is a county of the State of New York. The five boroughs—Brooklyn, Queens, Manhattan, the Bronx, and Staten Island.

This has a big implication in opening a business in NYC. The competition for any kind of business is very high as there are all kinds of business in the city. So it is essentially to look into the issue based on data and analyze the data to have insights that would help to make an optimal decision and avoid business risks.

Problem Description:

Though there are lots of restaurants in the city, the high number of population, visitors, and the economy at large, there is high demand for dining outside or take away food home and eat. There is also immense opportunity to attract the attention of visitors for African cousins.

An Ethiopian restaurant is a business which prepares and serves tradition spicey food and drink to customers in return for money, either paid before the meal, after the meal, or with an open account. The City of New York is famous for its excelllent African cuisine. It's food culture includes an array of international cuisines from Asia, Mexico, Europ which is influenced by the city's immigrant history. But there are still high demand for spicy, healthy from from Africa varieties such as the Ethiopian Injera with vegie and Doro wot at large.

Central and Eastern European immigrants, especially Jewish immigrants - bagels, cheesecake, hot dogs, knishes, and delicatessens

Italian immigrants - New York-style pizza and Italian cuisine

Jewish immigrants and Irish immigrants - pastrami and corned beef

Chinese and other Asian restaurants, sandwich joints, trattorias, diners, and coffeehouses are ubiquitous throughout the city

mobile food vendors - Some 4,000 licensed by the city

Middle Eastern foods such as falafel and kebabs examples of modern New York street food

It is famous for not just Pizzerias, Cafe's but also for fine dining Michelin starred restaurants.The city is home to "nearly one thousand of the finest and most diverse haute cuisine restaurants in the world", according to Michelin.

So it is evident that to survive in such competitive market it is very important to startegically plan. Various factors need to be studied inorder to decide on the Location such as :

New York Population

New York City Demographics

Are there any Farmers Markets, specially those who can provide the main ingredient of for the spongy and sour flat bread (Injera) which is called Teff? What about the wholesale markets etc nearby so that the ingredients can be purchased fresh to maintain quality and cost?

Are there any venues like Gyms, Entertainmnet zones, Parks etc nearby where floating population is high etc

Who are the competitors in that location?

Cuisine served / Menu of the competitors

Segmentation of the Borough

Untapped markets

Saturated markets etc

The list can go on...

Eventhough well funded XYZ Company Ltd. need to choose the correct location to start its first venture.If this is successful they can replicate the same in other locations. First move is very important, thereby choice of location is very important.

Target Audience:

To recommend the correct location, ABC Company Inc has appointed me to lead of the Data Science team. The objective is to locate and recommend to the management which neighborhood of Newyork city will be best choice to start a restaurant. The Management also expects to understand the rationale of the recommendations made.

This would interest anyone who wants to start a new restaurant in Newyork city.

Success Criteria:

The success criteria of the project will be a good recommendation of borough/Neighborhood choice to XYZ Company Ltd based on Lack of such restaurants in that location and nearest suppliers of ingredients.