

San Jose vs New York

The background is a dark navy blue. In the top-left and bottom-left corners, there are overlapping geometric shapes in shades of green, cyan, magenta, and blue. In the top-right and bottom-right corners, there are overlapping geometric shapes in shades of magenta, cyan, green, and orange. The text is centered in the middle of the slide.

A Hypothetical Scenario by Anish S

Premise

Given one would want to begin a startup around recyclable single-use tableware, where would be the best location? Between the tech-based, 'Silicon Valley' area San Jose, or the most populated US city, New York City? And within the cities, which area?

Process

1. Acquire data
2. Analyze data
3. Display results

Acquire Data

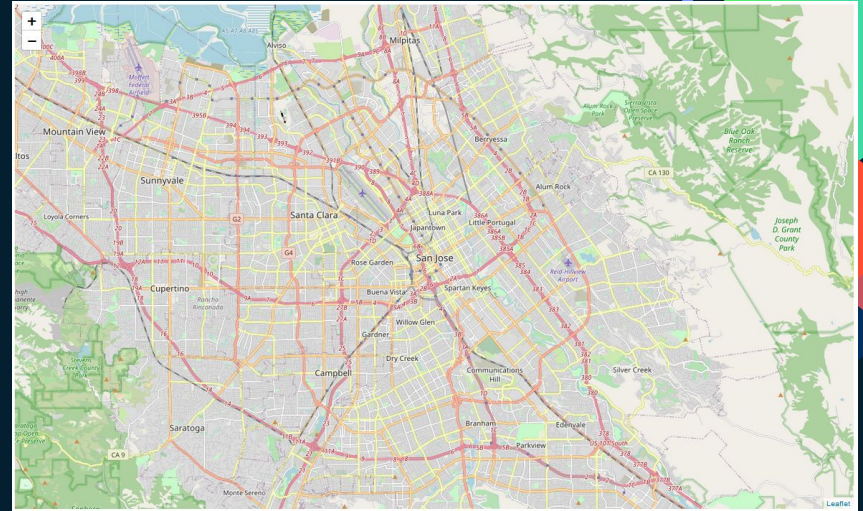
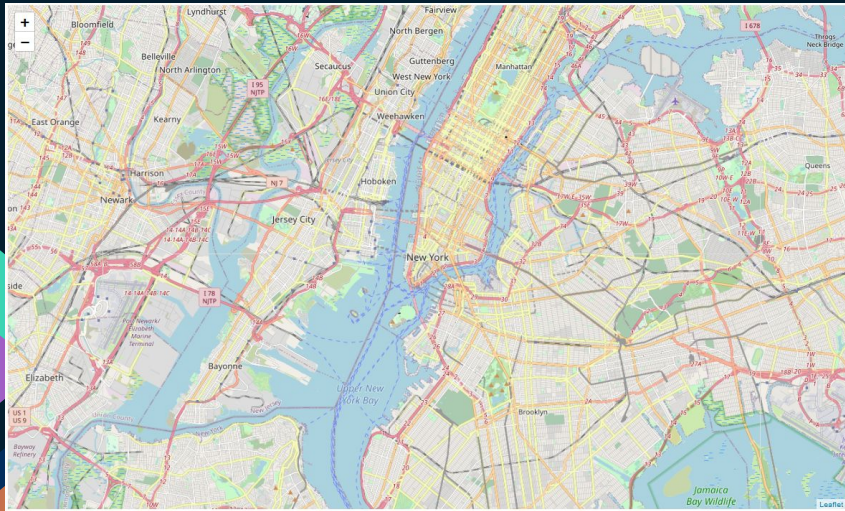
The data was acquired through python, using the geopy library as well as using the Foursquare API to identify the venues in San Jose and New York.

Analyze Data

The data was mapped, and after the venues in both cities were identified, they were clustered into three clusters per each city, and then the biggest cluster was identified as the biggest group of customers, and of which the center would be the best location for the startup.

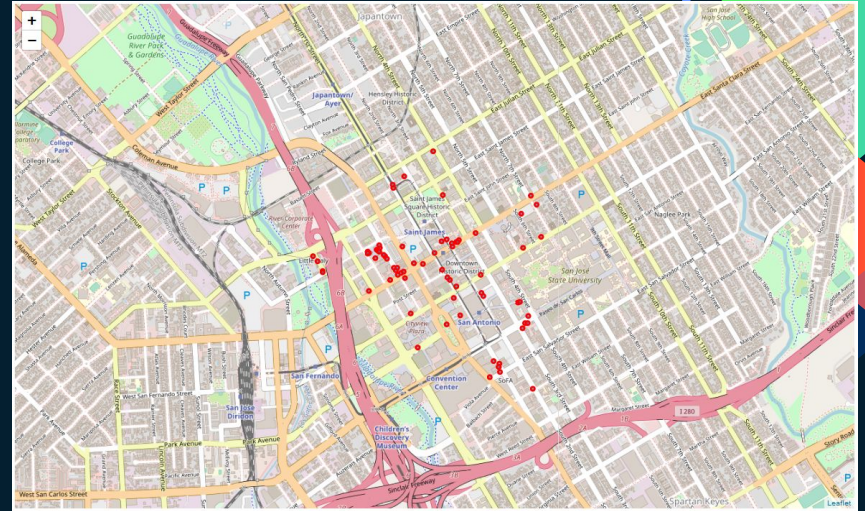
Visuals: San Jose and New York

New York (left) and San Jose (right)



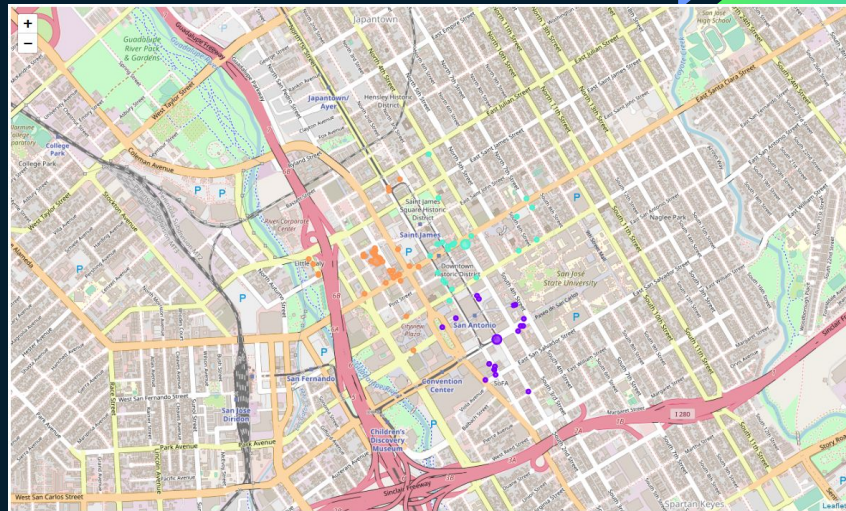
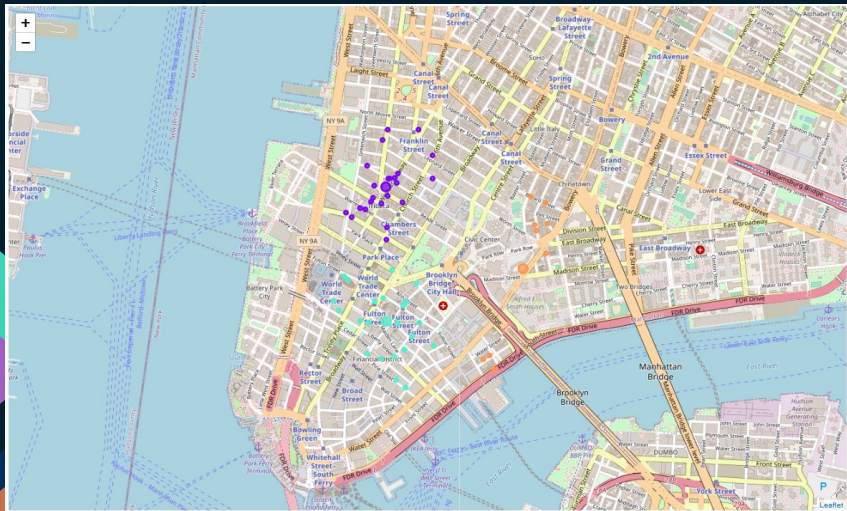
Visuals: Venues in Both Cities

Food Venues of New York (left) and San Jose (right) in Red



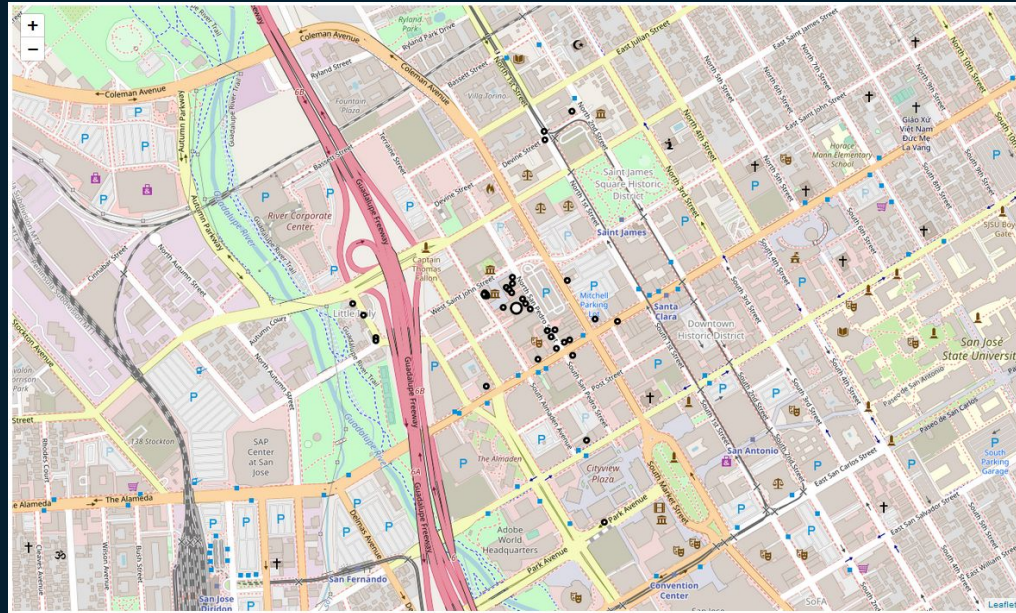
Visuals: Clusters of Venues

Clustered Food Venues of New York (left) and San Jose (right)



Visuals: Final Cluster in San Jose

Cluster in San Jose with the Most Food Venues (Center: The Old Spaghetti Factory)



Results

The best location for the startup is The Old Spaghetti Factory, San Jose, CA. This is the center of the largest cluster (37 venues) and would maximize benefits.

Conclusion

Given such a hypothetical scenario, the best location for the startup would be the Old Spaghetti Factory in San Jose. While there are future improvements that are possible, those are for a later date. Based on all this, the location is given: the only requirement is someone willing to start the project up.