The Battle of the Neighborhoods - Week 1

Introduction/Business Problems

1. Introduction

New York City has population of 8.3MM estimated on 2019 and distributed on 5 boroughs - Brooklyn, Queens, Manhattan, the Bronx, and Staten Island. New York 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. Above all, tourist attractions and landmarks in New York City are well known with record 62.8 MM tourists visited New York City in 2017.

Doing any business in New York City is very competitive, but rewarding experience with higher risk. So to mitigate the risk, thorough business preparation and understanding is very crucial.

2. Business Problem

Korean Tourism Organization under Ministry of Culture and Tourism wants to open a tourism office spaces to promote Korea Tourism and culture to domestic/international tourists visiting New York City. Thanks to K-drama and K-pop, Korean culture is well-known. Compare to China and Japan, Korea is still behind as tourist area. Because of COVID-19 pandemic, it seems tourism is in halt, however, human being are very adaptable and resilient, Korean government believe in that normal traveling will be eventually resumed. I strongly think it is good time to plan carefully and strategically in advance before tourism re-start.

The office space will have exhibition space, K-drama and K-pop view venues. It will be opened nearby places where most tourists are visited and have more numbers of attractions.

Which neighborhood will be the best place to open the office?

Where can be a culturally attuned area?

Questions/problems to review carefully by conducting the through data analytics;

- Trend of tourists visiting to NYC (up or down trending last 5 years)
- New York City population – can be interested in Korean Tourism and Culture
- Numbers of tourists visiting to each attraction; list of most visited attractions
- Neighborhoods of NYC attractions
- Building property price renting the building space near neighborhoods in attraction areas

3. Target Audience

Korean Tourism Organization appointed me as a team leader of data science team to conduct data analytics on expansion of promoting country's branding and for the first project I have to open the office space where can exhibit Korean Culture and Tourism.

However, the audience will be anyone or any country who wants to consider opening the office in a neighborhood of mostly visited attraction area in NYC.