

The Battle of the Neighborhoods - Week 1

Introduction & Business Problem:

Problem Background:

The City of New York usually referred to as New York City (NYC) or simply New York (NY), is the most populous city in the United States. With an estimated 2018 population of 8,398,748 distributed over a land area of about 302.6 square miles (784 km²), New York is also the most densely populated major city in the United States. It is Located at the southern tip of the state of New York; the city is the center of the New York metropolitan area, the largest metropolitan area in the world by urban landmass and one of the world's most populous megacities, with an estimated 19,979,477 people in its 2018 Metropolitan Statistical Area and 22,679,948 residents in its Combined Statistical Area. A global power city, New York City has been described as the cultural, financial, and media capital of the world, and exerts a significant impact upon commerce, entertainment, research, technology, education, politics, tourism, art, fashion, and sports. The city's fast pace has inspired the term New York minute. Home to the headquarters of the United Nations, New York is an important center for international diplomacy.

Situated on one of the world's largest natural harbors, New York City consists of five boroughs, each of which is a separate county of the State of New York. The five boroughs: Queens, Brooklyn, Manhattan, the Bronx, and Staten Island were consolidated into a single city in 1898. The city and its metropolitan area constitute the premier gateway for legal immigration to the United States. As many as 800 languages are spoken in New York, making it the most linguistically diverse city in the world. New York City is home to more than 3.2 million residents born outside the United States, the largest foreign-born population of any city in the world.

Tourism is a vital industry for New York City, which has witnessed a growing combined volume of international and domestic tourists, receiving an eighth consecutive annual record of approximately 62.8 million visitors in 2017. Tourism had generated an all-time high US\$61.3 billion in overall economic impact for New York City in 2014, pending 2015 statistics. Approximately 12 million visitors to New York City were from outside the United States, with the highest numbers from the United Kingdom, Canada, Brazil, and China.

Tourism industry nowadays is one of the most important resources for cities and countries to making money. Advertisement is one of the ways of attracting the tourists to different locations. Today's social media has the powerful role in this area. A social media influencer is a user who has established credibility in a specific industry has access to a huge audience and can persuade others to act based on their recommendations. An influencer has the tools and authenticity to attract many viewers consistently and can motivate others to expand their social reach. An influencer may be anyone from a blogger to a celebrity to an online entrepreneur. They must

simply capitalize on a niche to attain widespread credibility. As a result, social media influencers can persuade people for visiting a specific area or city.

Problem Description:

Governor or Mayer of the City of New York has decided to make this city the first city destination for the tourists in the world in order to help different kind of businesses such as restaurants, coffee shops, gyms, entertainment zones, cinemas and others to be improved and increase their income through the tourist increment.

The city council has decided to invite the most famous Instagram Influencers to New York. Therefore, they can advertise different location and venues of this city by posting many pictures and influential comments on their profile. As mentioned above these people have many followers in their pages and this will become the best way of advertisement for NY venues.

The problem is where these influencers should be accommodated for their travel. The main purpose of this project is to find the best neighborhood with maximum venues nearby in order to access these venues very easily and in minimum time. Since the city of New York is the busy city and there are always too much traffic jams on its streets, we should find the location with maximum venues in minimum distances from them. Because it is better for the influencers to spend their time in restaurants, coffee shops and other tourist attraction location instead of wasting their time in the traffic jam. We are going to use data science methodology, modelling and analysis tools to find some best neighborhood in NY City to solve this problem.

Target Audience:

To recommend the correct location, the city council of NY has appointed me to lead of the Data Science team. The objective is to locate and recommend to the governor which neighborhood of New York City will be best choice to accommodate the influencers. The Management also expects to understand the rationale of the recommendations made. This would interest anyone who wants to start find the specific location in New York City.

Success Criteria:

The success criteria of the project will be a good recommendation of borough/Neighborhood choice to the city council of NY based on lack of practical information in finding the best neighborhood with maximum venues. Other cities can also use the methodology and modelling technique of this project to find the specific location for their cities.