

The Battle of Neighborhoods: Opening a Pizza Place in New York City



By: Mohamad Farid bin Gani
December 2020

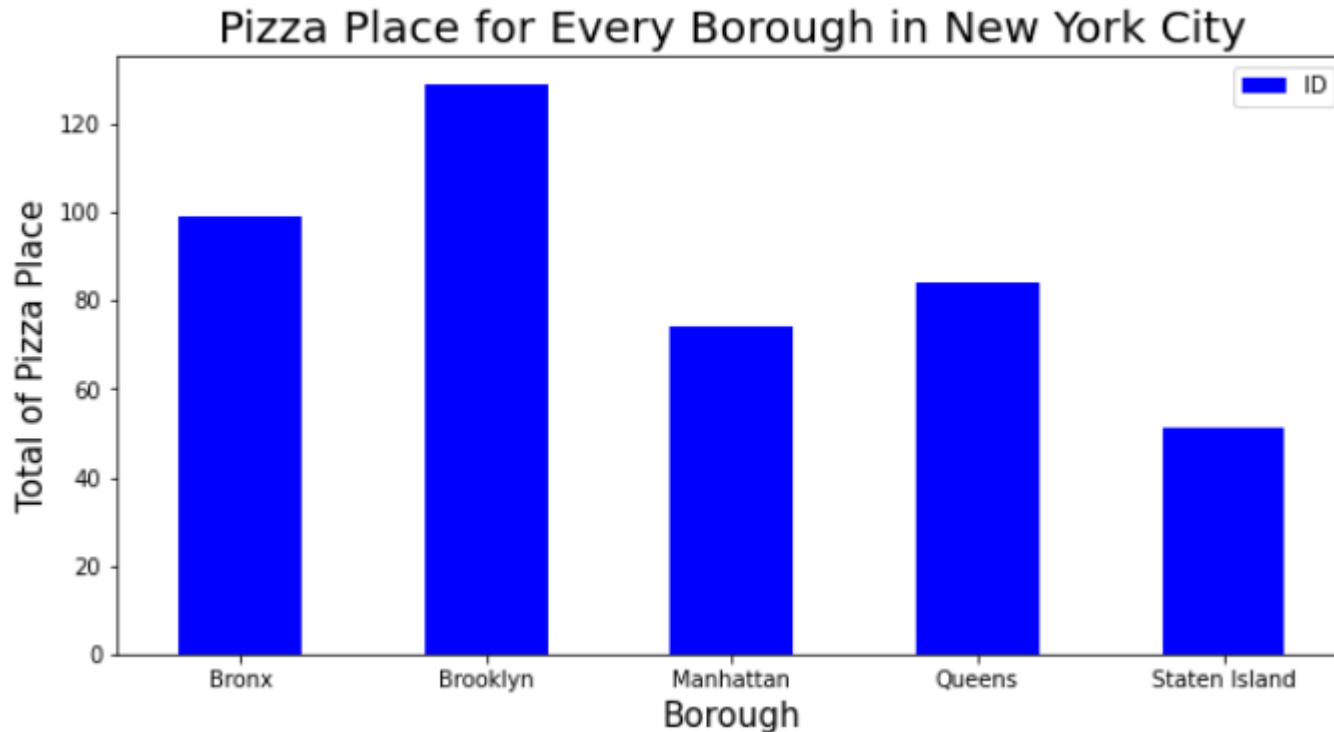
Business Problems

- As for the project, we will explore the best locations for pizza place around the city of New York. **The target audience for this would be entrepreneur or potential investors who are looking to open a pizza place at New York City.**
- **This project will provide an answer for the business problems that investors need to be considered;** Which part of New York should I focus on to open a pizza place? What neighborhood would get a good reception to open a pizza place?

Data

- https://cocl.us/new_york_dataset - Data containing the neighborhoods and boroughs of New York City.
- Python Geocoder - Data of latitude and longitude coordinates of the neighborhoods.
- Foursquare API - Data containing the venue and location of several restaurants at New York City

Result



Here is the total of pizza place for every borough in New York City, dominated by Brooklyn and Bronx. While Manhattan and Staten Island have 2nd and lowest number of pizza place.

Result

| | Borough | Average Likes | Average Rating | Average Tips |
|---|---------------|---------------|----------------|--------------|
| 0 | Bronx | 13.658228 | 7.162025 | 7.645570 |
| 1 | Brooklyn | 112.765766 | 7.612613 | 42.648649 |
| 2 | Manhattan | 172.958333 | 8.193056 | 52.694444 |
| 3 | Queens | 27.111111 | 7.519444 | 13.333333 |
| 4 | Staten Island | 26.500000 | 7.450000 | 13.968750 |

An observation; in terms of likes and rating, most visitors will prefer to Manhattan although they have less pizza place compared to Brooklyn and Bronx.

Conclusion

- **As a result, I would suggest to open the pizza place at Manhattan and Brooklyn.** Seems like this borough get encouraging responses from the visitors.
- However, as both borough have the highest average rating, one need to wonder if our products and services can compete with another pizza place that already operating here.
- A safety measure, if the businessman do not want to compete with those establish pizza place, one can start at neighborhood that have a lower average rating; which are Lower East Side (Manhattan) and Madison, Rugby, Gravesend, Gerritsen Beach, City Line, Homecrest (Brooklyn).