

Opening New Vegan Bakery in NYC

1. Introduction

1.1 Background

Vegan lifestyle is continuously rising in popularity, driven by more choice of vegan restaurants than ever before. According to a study from earlier this year, nearly 114 million Americans are intending to eat more vegan food for health reasons. Research has linked the consumption of animal products with serious health conditions, including diabetes, heart disease, and cancer.

This report intends to find an optimal solution for people who want to open a vegan bakery in NYC. New York City is the most densely populated major city in United States with population of 8.4 million people. That means a wide customer base and ever increasing population facilitates the growth of various types of businesses in NYC.

1.2 Business Problem

Market has become overly saturated in almost every single industry in New York. People who start a new business will overcome challenges like fierce competition and expensive real estate in New York. Hence, it is necessary to study the target audience thoroughly and analyze carefully to select a suitable location for bakery.

2. Data Description

To consider the problem we can list the datas as below:

- List of neighbourhoods
- Latitude and longitude coordinates of neighbourhood
- Neighbourhood venues data

Data Source will be:

- Using Foursquare API
- https://cf-courses-data.s3.us.cloud-object-storage.appdomain.cloud/IBMDeveloperSkillsNetwork-DS0701EN-SkillsNetwork/labs/newyork_data.json