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The Battle of the Neighbourhoods

# 1. Introduction & Business Problem:

## 1.1. Problem Background:

The aim of this project is to find a safe and secure location for opening of Grocery shop in New York. The New York City often called New York (NY), is the most populous city in the United States. City is the centre of the New York metropolitan area, the largest metropolitan area in the world by urban landmass. It is diverse and is the financial capital of not only USA but also of the world. New York has emerged as a global node of creativity and entrepreneurship. It provides lot of business opportunities and business friendly environment. As many as 800 languages are spoken in New York, making it the most linguistically diverse city in the world (Turin, n.d.). It has attracted many different players into the market. It is a global hub of business and commerce. New York is major capital for any business in US.

As a result, market in City is highly competitive. If you are looking to start a business, then cost will be one of the highest. Thus, market analysis is very important for any business starting new setup or expanding existing business. After the analyses, the insights getting from it will give good understanding to entrepreneur and will help them to derive their strategy to tap the market.

## 1.2. Problem Description:

A grocery store or grocer's shop is a retail shop that primarily sells food, either fresh or preserved. Some groceries specialize in the foods of a certain nationality or culture, such as Indian, Chinese, Italian, Middle Eastern or Polish. These stores are known as ethnic markets.

There are different types of grocery store in New York, including supermarket, mega market, ethnic market. And you can get at variety of prices.

So, it is evident that to survive in such competitive market it is very important to strategically plan. Various factors need to be studied in order to choose on the Location such as:

* New York Population
* New York City Demographics
* Are there any Super Markets, Wholesale markets etc nearby?
* Who are the competitors in that location?
* Segmentation of the Borough
* Untapped markets
* Saturated markets etc
* The list can go on...

Even though ABC Company Ltd. need to choose not only the correct location but also need to target the community to start its first venture for supermarket. If this is successful, they can replicate the same in other locations. First move is very important, thereby choice of location and type of product selection is very important.

## 1.3. Target Audience:

To recommend the precise location along with choice of product, ABC Company Ltd has selected me to lead of the Data Science team. The objective is to locate and recommend to the management which neighbourhood of New York city will be best choice to start Supermarket. The Management also expects to understand the justification of the recommendations made.

This would interest anyone who wants to start a new Grocery store in New York city.

## 1.4. Success Criteria:

The success criteria of the project will be a good recommendation of borough/Neighbourhood choice to ABC Company Ltd based on absence of such grocery store in that location.

# 2. Data

Analysis done for: New York City.

We will be using the below datasets for analysing New York city

## 2.1. Neighbourhood Data

Neighbourhood has a total of 5 boroughs and 306 neighbourhoods. In order to segment the

neighbourhoods and explore them, we will essentially need a dataset that contains the 5 boroughs and

the neighbourhoods that exist in each borough as well as the latitude and longitude coordinates of

each neighbourhood.

This dataset exists for free on the web. Link to the dataset is:

<https://geo.nyu.edu/catalog/nyu_2451_34572>

## 2.2. Grocery store data

Second data which will be used is the grocery store present in each borough. In

this we will be using the data of Recognized Shop Healthy Stores.

<https://data.cityofnewyork.us/Health/Recognized-Shop-Healthy-Stores/ud4g-9x9z> (2)

## 2.3. Population data

For the below analysis we will get data from Wikipedia as given below :

1. New York Population

2. New York City Demographics

<https://en.wikipedia.org/wiki/New_York_City>

<https://en.wikipedia.org/wiki/Economy_of_New_York_City>

<https://en.wikipedia.org/wiki/Portal:New_York_City>

## 2.4. geographical data

New York city geographical coordinates data will be utilized as input for the Foursquare API,

that will be leveraged to provision venues information for each neighbourhood. We will use the

Foursquare API to explore neighbourhoods in New York City.

# References

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