# Predicting the ideal restaurant and best Neighborhood location to invest in Manhattan

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# Overview & Interests

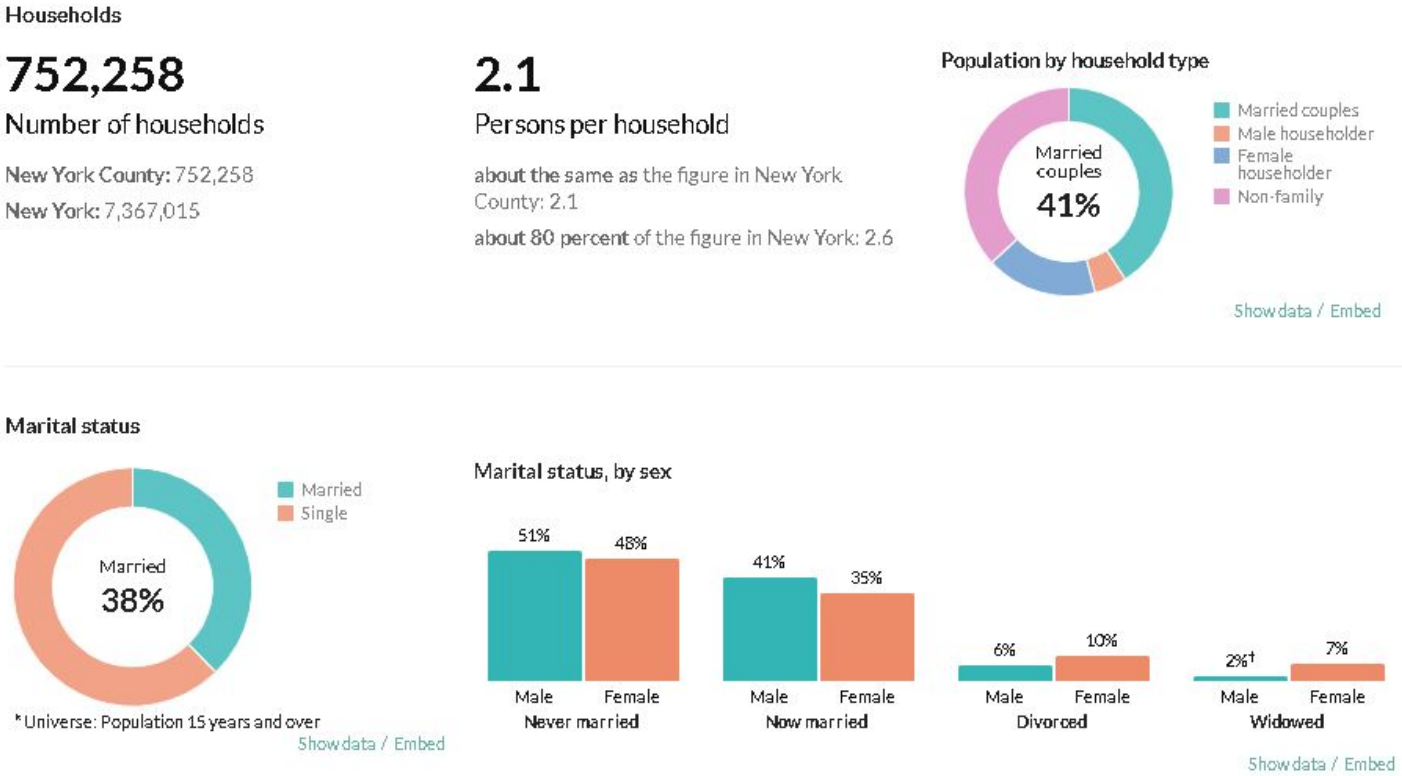
Manhattan has been described as the cultural, financial, media, and entertainment capital of the world. New York City received a record **62.8 million tourists** in 2017, and Manhattan hosts three of the world's 10 most-visited tourist attractions in 2013: Times Square, Central Park, and Grand Central Terminal. It seems to be **the best place** for small and big **investors**.

This Data Analysis applied in **Manhattan Neighborhood** may help **investors** and **entrepreneurs** who recently migrated or are planning to migrate to Manhattan to invest in the local market.

# Data Acquisition - Census

**Median Age** is worth **37** II **50%** with age range **between 20 and 49** II **53% female sex**

# Data Acquisition - Marital Status




**62%** are single II **38%** married

# Data Acquisition - Income

Income

**$74,911**

Per capita income

**about the same as** the amount in New York County: $74,911

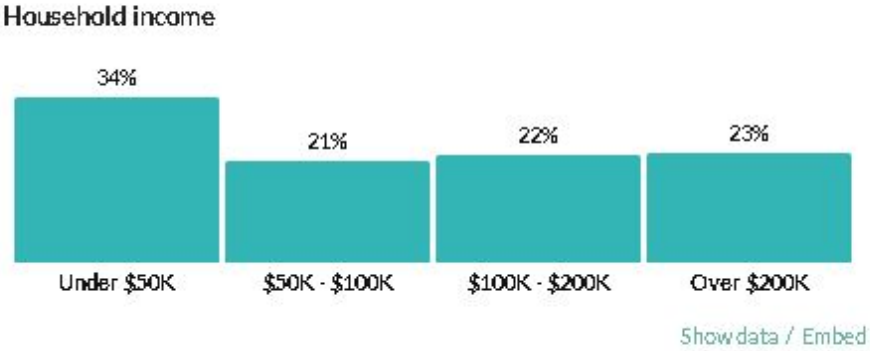
**nearly double** the amount in New York: $38,884

**$85,066**

Median household income

**about the same as** the amount in New York County: $85,066

**about 25 percent higher** than the amount in New York: $67,844




**Average Income** per capita **$74,911** II **34%** under **50k** II **43%** betweem **50k-200k**

# Data Acquisition - Initial Conclusion

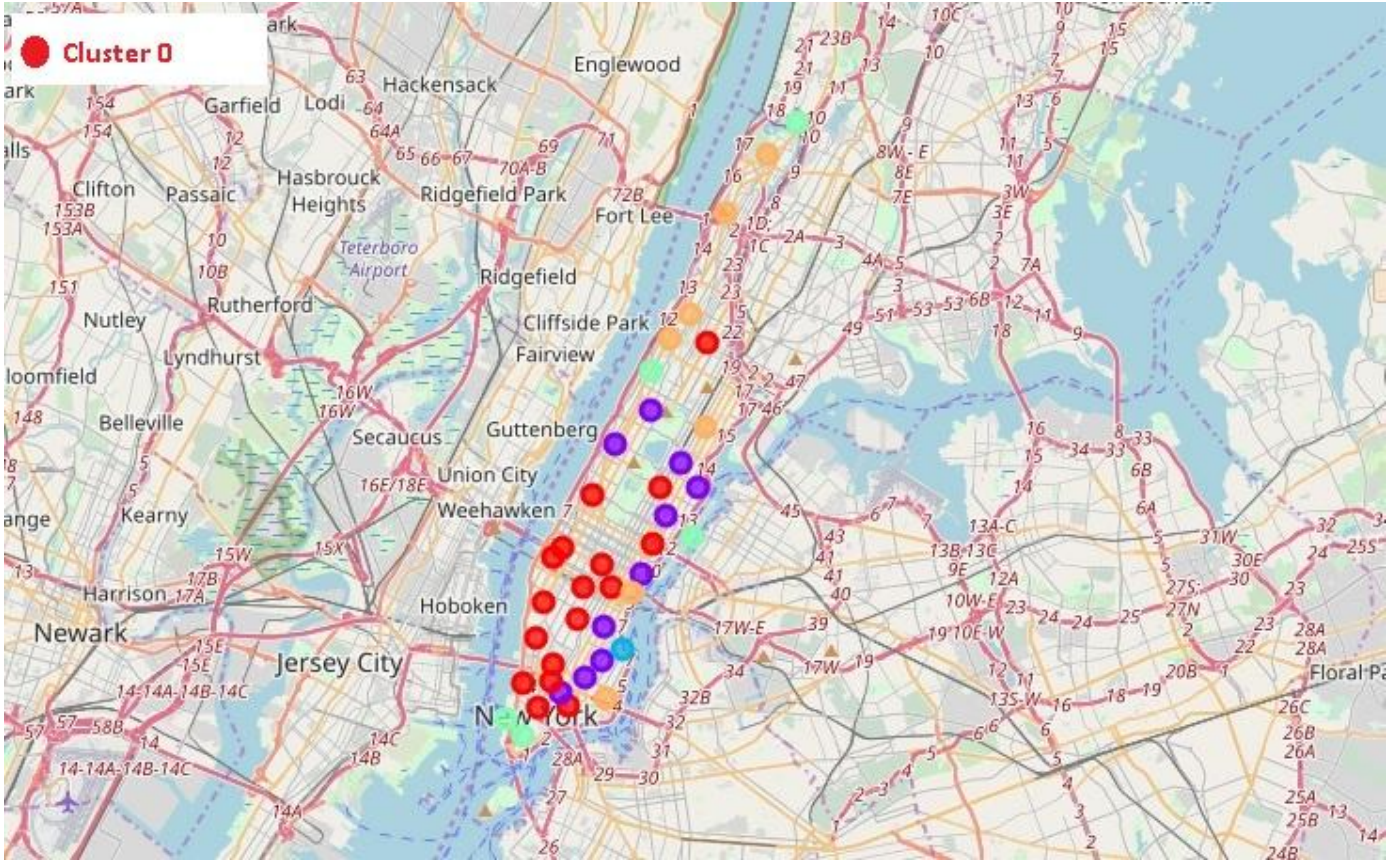
Accordingly to the Bureau census (2018) of Manhattan Borough:

- the **Median Age** is worth **37** and **53% female** sex, which means the most is in working situation.
- The **Average Income** per capita **$74,911,** nearly double the amount of New York.
- 62% of population are single, which means likely eat out.

**Considering that people is aiming more and more for a healthy life, in this business plan we will focus in a restaurant that provides a healthy and tasty menu, accordingly to the needs of each person and Gym's location and best frequency.**

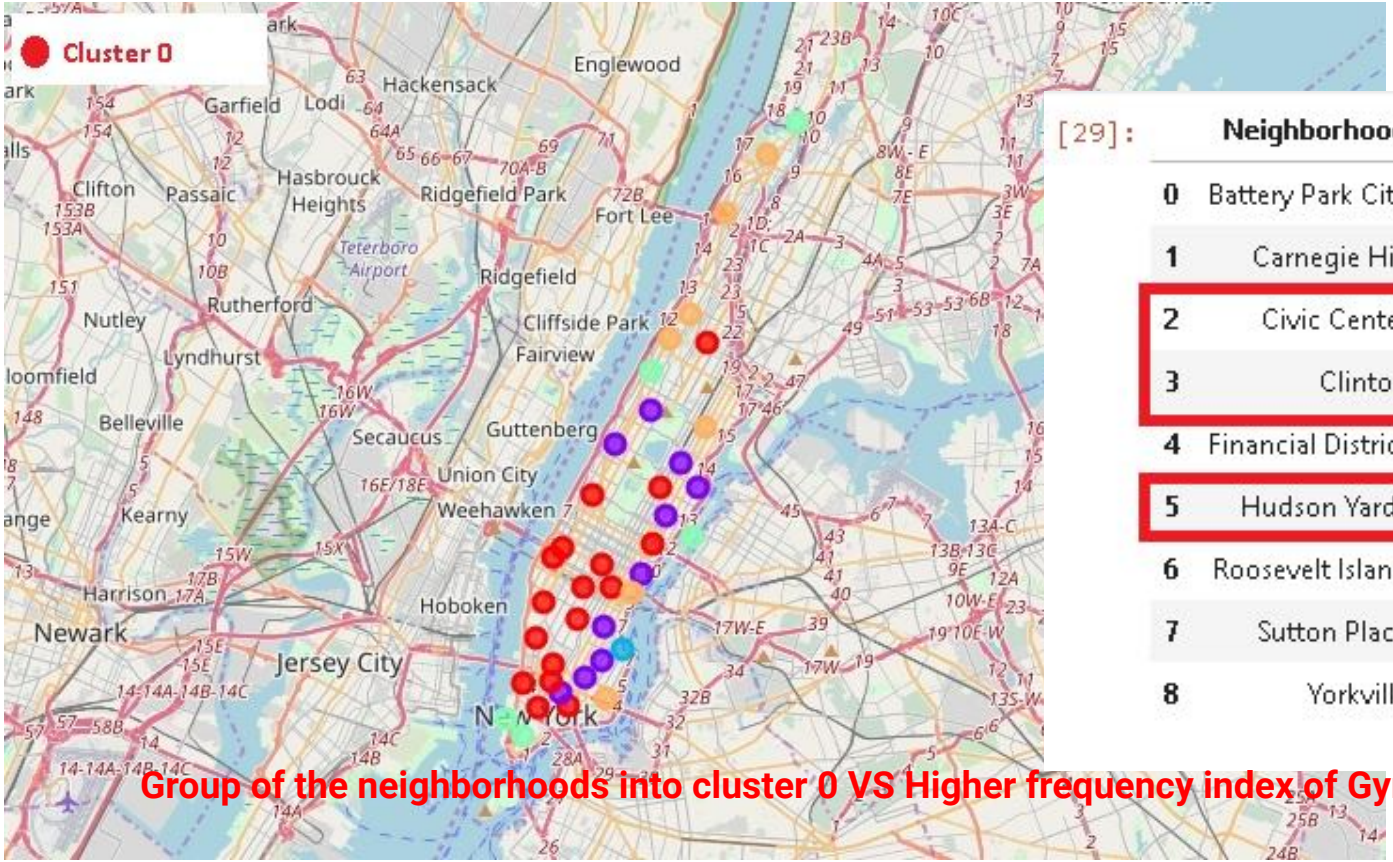
*"The Future Of Health And Fitness: Personalization And Genetic Insight Throug*
*DNA Testing" – Forbes 2018*

# Clustering Neighborhood




Running k-means clustering algorithms to get the most common venue categories in each neighborhood, and then use this feature to group the neighborhoods into clusters we can conclude the major group is clustered by number 0 - red

# Clustering Neighborhood




[29]:

| | Neighborhood | freq_gym | Cluster |
|---|---|---|---|
| 0 | Battery Park City | 0.04 | 3 |
| 1 | Carnegie Hill | 0.03 | 1 |
| 2 | Civic Center | 0.06 | 0 |
| 3 | Clinton | 0.04 | 0 |
| 4 | Financial District | 0.03 | 3 |
| 5 | Hudson Yards | 0.05 | 0 |
| 6 | Roosevelt Island | 0.03 | 3 |
| 7 | Sutton Place | 0.06 | 1 |
| 8 | Yorkville | 0.06 | 4 |

**Group of the neighborhoods into cluster 0 VS Higher frequency index of Gyms versus**

# Great Ideas

Provide healthy and tasty food, accordingly to the needs of each person, supplying diverse range of vitamins in the body

Analyze fitness partnership, such as Gym, Wearable Technology Companies and DNA test Startups

There is no one size fits all. Perform design thinking to understand the cultural differences and improve the experience by nationality.