

# Introduction

## 1. Description and Discussion of the Background

New York City is the Epicenter of the arts, and architectural beauty, a trendsetter. New York City wears many crowns, and spreads an irresistible feast for all. Packed with eye candy of all sorts – architectural glories, Old World cafes, atmospheric booksellers within its compact size and streets – NYC is a wanderer's delight. Walking a few blocks in this jumbled city of 195-plus nationalities will give you the feeling of crossing continents. You can lose yourself in the crowds of Times Square amidst all the dazzling lights or stroll up to Central Park for a serene walk or a quick nap under the shady trees. Every neighborhood in New York City offers a dramatically different version of the city, from the 100-year-old Jewish delis of the Upper West Side to the meandering cobblestone lanes of Greenwich Village.

The New York City is a hub of 306 such neighborhoods that all fall under one of the 5 boroughs, namely - Manhattan, Bronx, Brooklyn, Queens, and Staten Island. The city covers a total area of 783.8 km<sup>2</sup> and is heavily populated with around 8.62 million people. This indicates that the neighborhoods are dense in nature filled with all sorts of retail outlets, restaurants, malls, street food shops, museums, libraries and much more.

Illustrated through the means of this business report is an approach of analysis for the various neighborhoods of the new york city and how one can approach towards buying of real-estate for the purposes of business, commercial, residential, etc.

This kind of information would be very important to a variety of customer segments such as, people who are thinking of shifting to the new york city, business people who are looking for expansion of their office in the city, people who are trying to invest into the real-estate, real-estate selling websites or any franchisee owner looking to put out a new outlet. The aim of this kind of exploration of data is mainly to provide the user with a guide of the different measured features that can help in making an informed and quicker decision. So let's get on ahead with this exploration of NYC!