Battle of the Neighborhoods

Where to open a bike shop?

CINDY HIGH

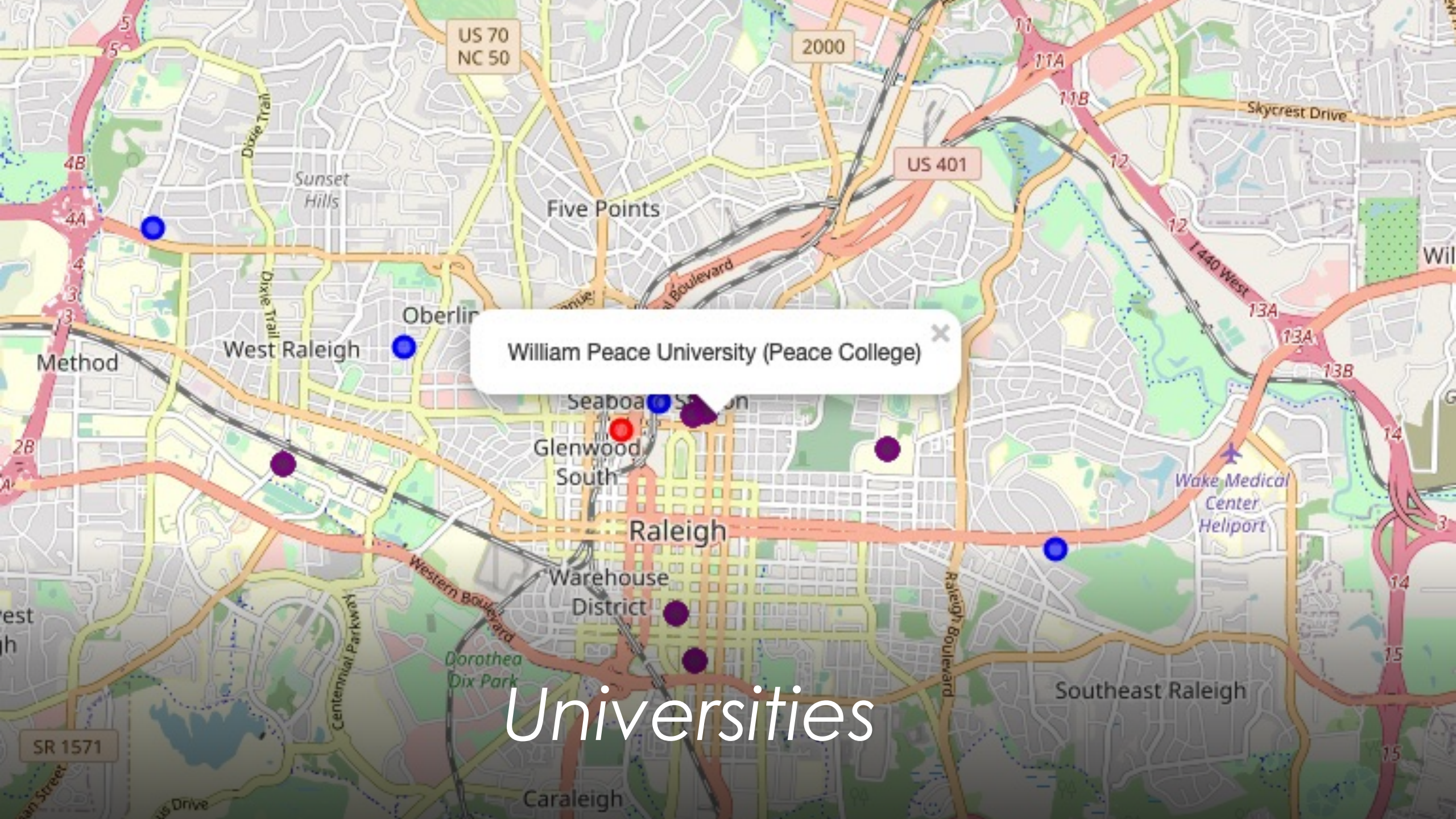# Using data analysis to locate a new bike shop

- Find a location in Raleigh, NC that is convenient to neighborhood foot traffic

- Determine what existing bike shops are already in the area

- Base neighborhood choices on population, population density, and median income

- See if nearby universities and colleges affect decision on location

Data acquisition

- Bike shop information is retrieved from Foursquare.com using the venue API

- University and college information is from Foursquare.com using the venue API

- Neighborhood data is scraped from : https://www.city-data.com/neighborhood/ web sites

- Geo location data for the neighborhoods is from https://nominatim.openstreetmap.org
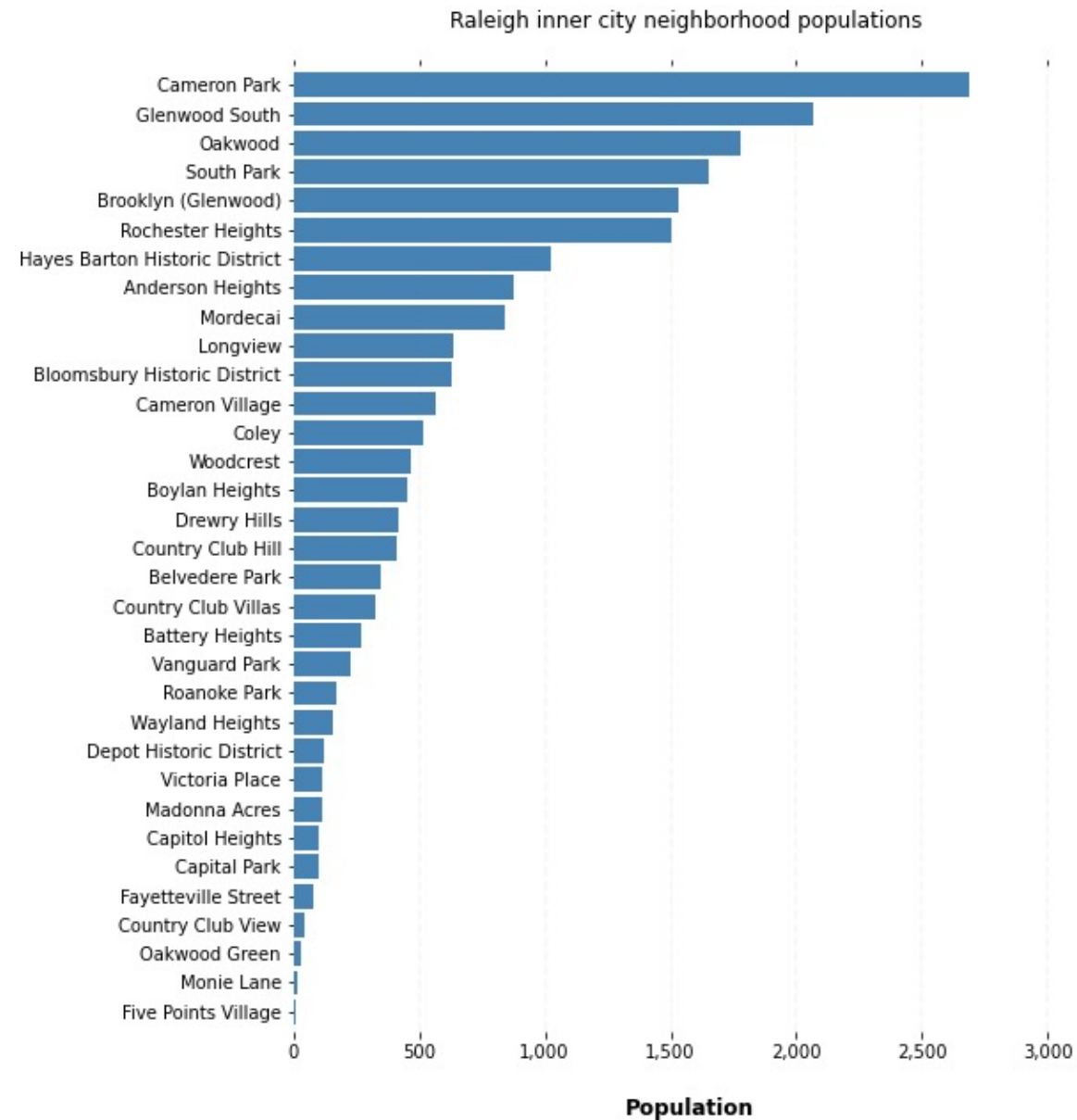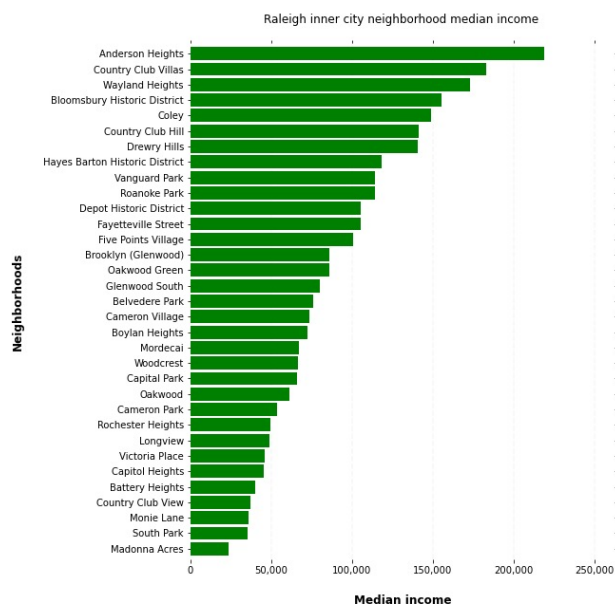
1304 Bikes

Bike Shops

William Peace University (Peace College)

Universities

Neighborhood data

Raleigh inner city neighborhood densities

Raleigh inner city neighborhood median income
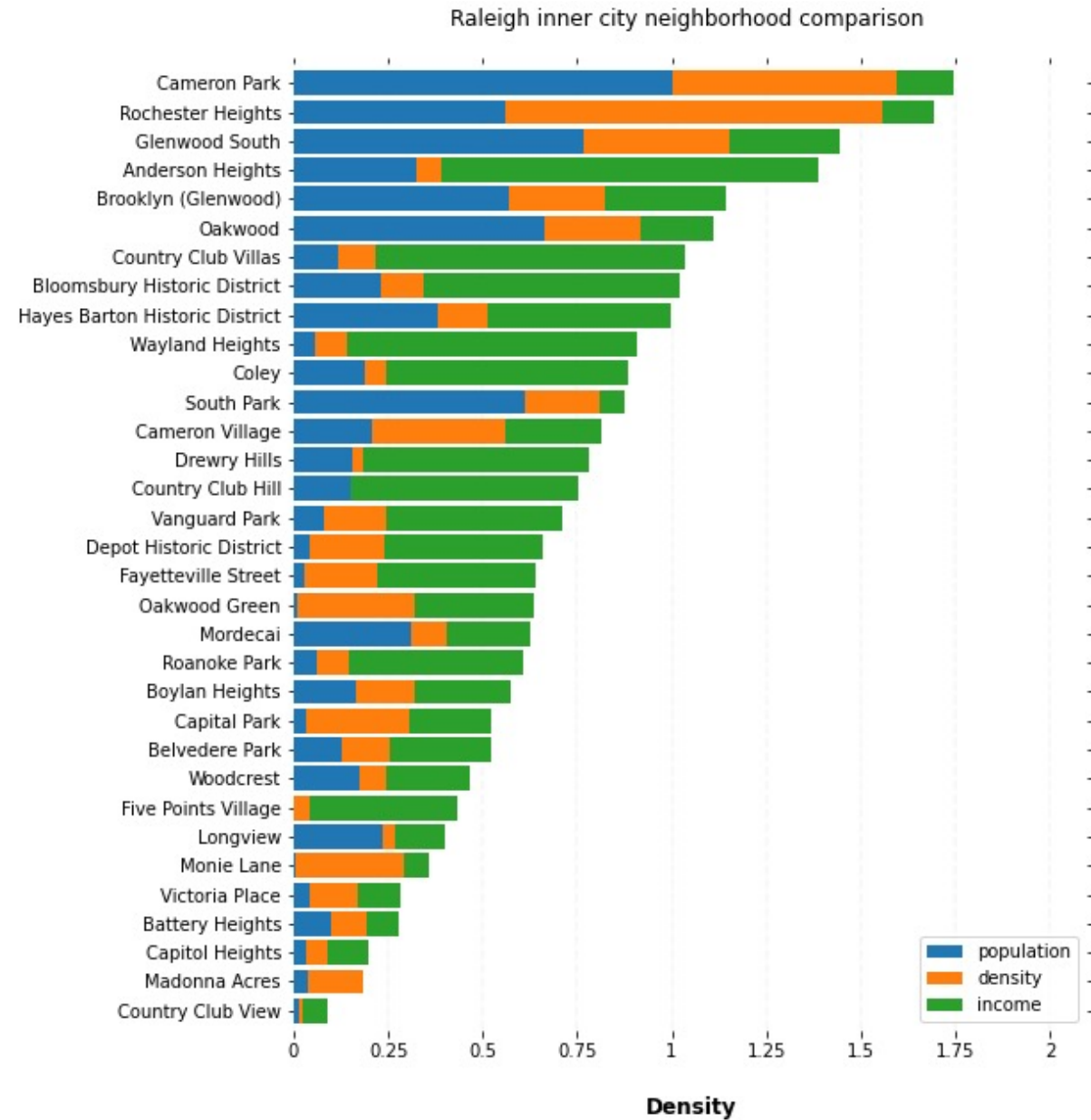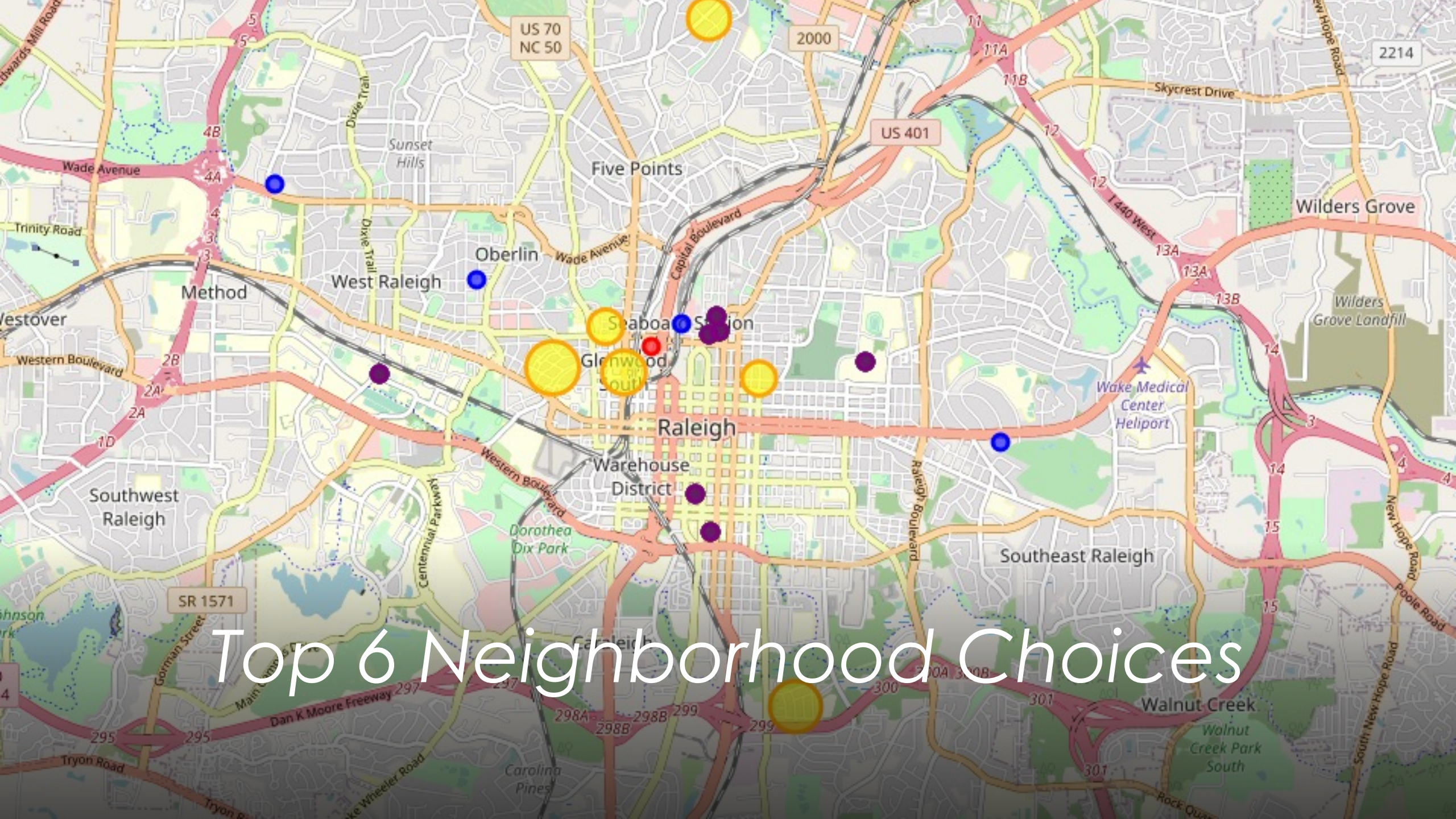
Raleigh inner city neighborhood populations
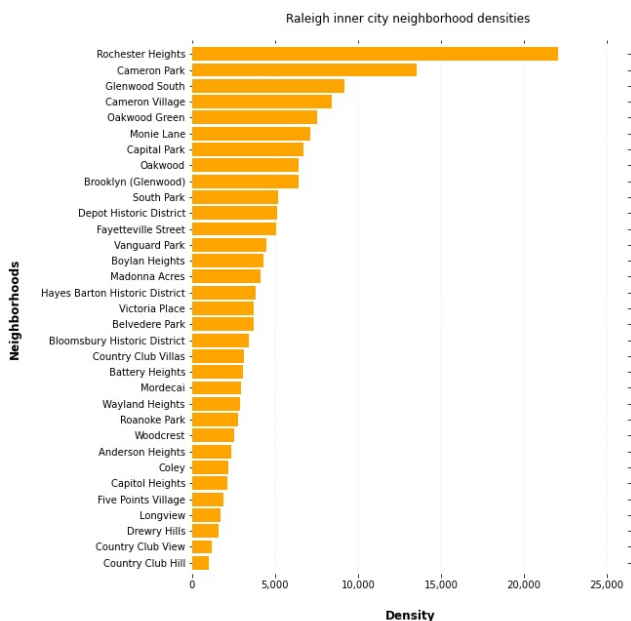
Composite Data

Top 6

- Cameron Park
- Rochester Heights
- Glenwood South
- Anderson Heights
- Brooklyn (Glenwood)
- Oakwood

Raleigh inner city neighborhood comparison

Top 6 Neighborhood Choices

Conclusions and next steps

USE NEIGHBORHOOD DATA TO FIND A HIGH-DENSITY AREA TO OPEN A NEW BIKE SHOP

THE PROXIMITY OF CAMERON PARK, GLENWOOD SOUTH, AND BROOKLYN-GLENWOOD SUGGEST THEY ARE GOOD LOCATION CANDIDATES

STUDY THE REAL ESTATE AVAILABLE IN THESE NEIGHBORHOODS TO PRODUCE A VIABLE BUSINESS PLAN