HealthZone Restaurant:
New York City Location Search Report

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July 12th, 2020

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1. Introduction

HealthZone restaurant, privately founded in 2014, has been successfully operating near downtown Toronto for over six years. During this time, loyal customers have praised the restaurant for incredible food and atmosphere which in turn has established HealthZone as a cornerstone of their neighborhood.

HealthZone has a single location in the Rosedale neighborhood on the outskirts of downtown Toronto. This neighborhood is filled with parks, trials and playgrounds. The neighborhood is occupied by residents that value health, exercise and healthy food. It is just west of the Lower Don River which provides great paths for running and biking, so everyone from casual exercisers to athletes funnel into this location from multiple directions. Again, many of these passersby frequently visit the HealthZone restaurant.

The private owners of HealthZone are now looking to expand to a second location in the New York City area. They are targeting another neighborhood that mimics the Rosedale (Toronto) neighborhood in its venues (parks, trails, playgrounds) because of the type of people that these venues attract. Finding people that value healthy food options is critical to the success of the upcoming New York City location.

To this end, the owners of HealthZone have commissioned our data analytics firm (DataBeGood) to source and analyze data to help determine similar neighborhoods in New York City that they can use to narrow the search for their second location. This report outlines the data, methods, results, discussion and conclusion of our analysis.

Figure 1: Map of area surrounding Rosedale neighborhood in downtown Toronto

2. Data

The aim of the DataBeGood analysis firm was to collect data describing the popular venue types (parks, restaurants, retail stores, etc.) for each neighborhood near downtown Toronto and for each neighborhood in all five boroughs of New York City which could be potential locations for the second HealthZone restaurant.

To do this, the first step was sourcing the latitude and longitude data for each neighborhood. For Toronto, the postal codes, boroughs and neighborhoods were scraped from Wikipedia. An online repository (IBM/Coursera) was used to source a mapping of postal codes to latitude and longitude data. Afterwards, the data was joined via the postal codes in each data set so that the borough and neighborhood each had latitude and longitude points. Lastly, this analysis focused on the boroughs near downtown Toronto where HealthZone is currently located. Therefore, the central, west, east and downtown Toronto neighborhoods were considered in the analysis. Combined the four boroughs have 39 neighborhoods that were part of the analysis.

For New York City, a dataset of the boroughs, neighborhoods, latitudes and longitudes was sourced as a GeoJSON file from NYU (https://geo.nyu.edu/catalog/nyu_2451_34572). The dataset included all five boroughs and 306 neighborhoods.

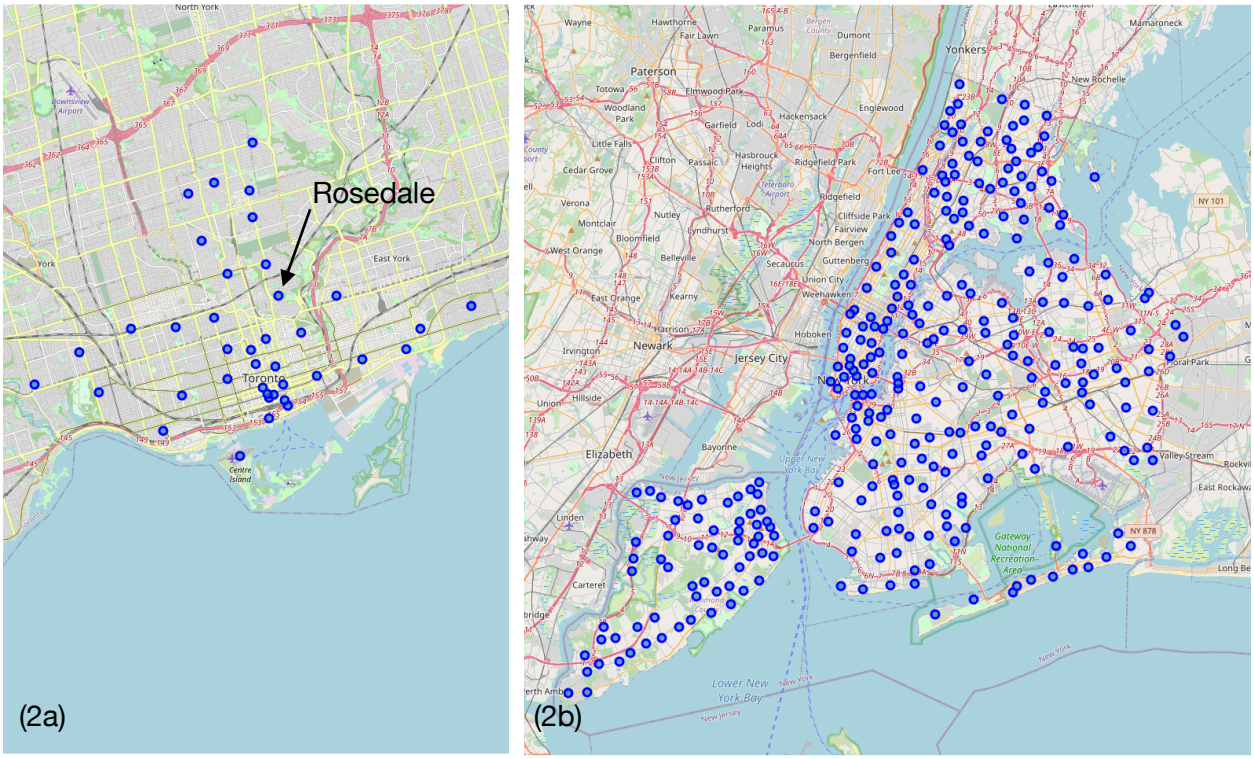

Figure 2: Map of neighborhoods in (a) downtown Toronto and (b) New York City considered in analysis

Lastly, the Foursquare API (https://developer.foursquare.com/) was used to source data relating to the venues in each neighborhood. The inputs into the API are the neighborhood's latitude and longitude. The Foursquare API most importantly returns the venue category (along with venue name, latitude and longitude) for each venue within a set radius from the input location. For this analysis, a radius of 500 meters (~0.3 miles) was used. For the combined 345 neighborhoods between Toronto and NYC, the Foursquare API returned 11,715 venues which were used in the analysis (an average of ~34 venues per neighborhood).